

<u>Store</u>	<u>Date Added</u>
<u>Mississippi</u>	
Gilmore Shoes E-S N. Main St. Amory, Miss.	1/27/58
Gryder's Shoes 217 W. Howard St. Biloxi, Miss.	5-11-55 5/11/58
Gryder Shoe Store 200 25th Ave. Gulfport, Miss.	6/6/57
Kleban Shoes Kosciusko, Miss.	5/31/55
Boma's, Inc. c/o Carter-Heide Co. Laurel, Miss.	12/16/58
Gryder's Shoes 318 Delmas Ave. Pascagoula, Miss.	5/25/59
<u>Missouri</u>	
Drinnin Shoe Co. 107 E. 3rd St. Cameron, Mo.	6/5/59
Wells Shoe Store Tiny Tot Shoe Service, Inc. 48 S. Florissant Rd. Ferguson 21, Mo.	11/11/57
Stoll's Shoe Store John N. Stoll, Prop. 111 Main St. Festus, Mo.	8/13/58
Ray Wilson Shoes 11144 Blue Ridge Hickman Mills, Mo.	11/5/57
Clark & Hall's Shoe Store 316 W. Reed St. Moberly, Mo.	2/25/55
Junior Boot Shop 1940 S. Glenstone Springfield, Mo.	6/20/56

<u>Store</u>	<u>Date Added</u>
<u>Montana</u>	
D & D Shoe Mart Anaconda, Montana	5/4/59
H & K Shoes Lewistown, Montana	11/17/55
D & D Shoe Mart Libby, Montana	5/4/59
D & D Shoe Mart Polson, Montana	5/4/59
<u>Nebraska</u>	
McKee's Family Footwear 1011 Central Ave. Auburn, Nebr.	7/13/59
Bauer's Shoe Store 612 Court St. Beatrice, Nebr.	1/27/56
Harris Shoes Blair, Nebr.	7/18/55
Wayne's Shoe Store C. Wayne Hoffman Cozad, Nebr.	9/23/55
Ron's Booterie 706 W. 2nd Hastings, Nebr.	1/20/58
B & H Shoes Plattsmouth, Nebr.	7/18/55
<u>New Jersey</u>	
Niedermans, Inc. 91-93 Church St. New Brunswick, N. J.	10/27/59
Climax Sales Corp. DBA Colby Shoes Essex Green Shopping Plaza West Orange, N. J.	12/27/57
<u>New Mexico</u>	
Rouse's Shoes 928 New York Ave. Alamogordo, N. Mex.	2/17/58

<u>Store</u>	<u>Date Added</u>
<u>New Mexico (Cont.)</u>	
Lester's Shoes 311 N. Main Roswell, N. Mex.	12/30/57
<u>New York</u>	
F & K Shoes, Inc. DBA Franklin Shoe Shop 936 Hempstead Turnpike Franklin Square, N. Y.	7/12/56
Buster Brown Roosevelt Field Roosevelt Field Shop. Center Garden City L. I., N. Y.	7/5/56
Carbone Shoe Store 47 E. Main St. Gouverneur, N. Y.	8/8/58
Emerling's 15-17 Main St. Hamburg, N. Y.	3/15/56
Buster Brown Mid Island Max Kossove, Jr. 519 Mid Island Shopping Plaza Hicksville L. I., N. Y.	10/9/56
Wagner's Shoe Store 39 W. Main St. Ilion, N. Y.	10/29/59
Green's Dept. Store 90 North St. Middletown, N. Y.	10/25/57
Broadway Buster Brown Bootery 5565 Broadway New York City 63, N. Y.	1/26/59
Buster Brown Dyckman St. Store Leonard Kaiser 162 Dyckman St. New York, New York	8/22/56
Milia's Shoe Store 128 Ford St. Ogdensburg, N. Y.	3 / 19/58
Buster Brown Rego Park 94-03 63rd Dr. Rego Park, New York, N. Y.	4/10/57

<u>Store</u>	<u>Date Added</u>
<u>New York (Cont.)</u>	
Rowe's Brownbilt Shoe Store 430 Broadway Saratoga Springs, N. Y.	11/14/58
Bernie's Buster Brown S. S. 1729 Union St. Schenectady, N. Y.	6/11/59
Steven Jeffrey Shoes 636 Forest Ave. West Brighton Staten Island, N. Y.	7/13/59
Elkind Bros., Inc. DBA Ames Shoes Fairmont Fair Shopping Center Syracuse 9, N. Y.	7/13/59
Gerard-Wallace Corp. DBA Buster Brown Cross County 20 Frank E. Xavier Dr. Yonkers, N. Y.	6/23/59
<u>North Carolina</u>	
Ashworth's, Inc. (Shoe Dept.) 210 S. Main St. Fuquay Springs, N. Car.	12/14/59
Peterson's Shoes 107 S. Main St. Lenoir, N. Car.	8/15/55
Long's Family Shoe Store 119 W. Broad St. Statesville, N. Car.	10/8/58
<u>Ohio</u>	
McKinley Shoe Store 41 West Main Ashland, Ohio	12/30/58
Milton's Shoe Store 113 Front St. Berea, Ohio	10/23/59
Clarence Faflik Shoes, Inc. No. 3 c/o Farmatown Shopping Center 7571 Ridgewood Drive Cleveland, Ohio	8/15/56

StoreDate AddedOhio (Cont.)

Clarence R. Faflik Shoes, Inc.
4920 Turney Rd., Store 4
Cleveland 25, Ohio

12/30/58

Wilson & Priess Shoe Co.
322 Clinton
Defiance, Ohio

12/4/58

Andrew Hauer
c/o Style Center
368 Broad St.
Elyria, Ohio

1/17/58

Clear's Shoe Store
515 S. Broadway
Greenville, Ohio

6/7/55

Andrew Hauer
c/o Style Center
412 Broadway
Lorain, Ohio

4/15/59

Smart & Waddell, Inc.
DBA Joffe's Shoes
19 S. Main St.
Miamisburg, Ohio

2/13/58

Marlinn Shoe Store
121 E. High Ave.
New Philadelphia, Ohio

7/21/59

Clarence Faflik Shoes, Inc.
26245 Great Northern Shop. Ctr.
N. Olmsted, Ohio

9/30/58

Douglass Shoes
28 E. High St.
Oxford, Ohio

8/11/58

Masters Shoe Store, Inc.
Boardman Shop. Plaza
215 Broadman-Canfield Rd.
Youngstown, Ohio

9/14/55

Oklahoma

L & H Shoes
417 W. Broadway
Muskogee, Oklahoma

7/6/56

Cox's Dept. Store
2128 S. Yale
Tulsa, Oklahoma

8/24/55

StoreDate AddedOregon

Arnold's Shoe Store
47 N. E. Broadway
Beaverton, Oregon

4/2/59

Bogatay's Shoes
617 Main St.
Klamath Falls, Oregon

6/16/58

Vandenburgh's Shoe Store
Oswego, Oregon

5/21/57

Vandenburgh's Shoe Store
6316 S. W. Capital Highway
Portland, Oregon

9/20/55

Don's Shoe Store
272 So. 1st St.
St. Helens, Oregon

4/2/58

Pennsylvania

Jackson Shoe Store
374 Franklin Ave.
Aliquippa, Pa.

4/3/59

Jackson Shoe Store
Ambridge, Pa.

4/3/59

Jackson's Shoe Stores, Inc.
Room 36
Northern Lights Shoppers City
Baden, Pa.

10/10/56

Jackson Shoe Store
1022 7th Ave.
Beaver Falls, Pa.

4/3/59

Bishop Shoe Co.
559 Lincoln Ave.
Bellevue, Pa.

1/4/56

Jackson Shoe Store
Cannonsburg, Pa.

4/3/59

Karen Shoe Store
Ben Weinerman
27 N. First St.
Duquesne, Pa.

8/21/59

Jackson Shoe Store
623 Lawrence Ave.
Ellwood City, Pa.

4/3/59

<u>Store</u>	<u>Date Added</u>
<u>Pennsylvania (Cont.)</u>	
Gold's Shoes, Inc. 310 E. Eighth Ave. Homestead, Pa.	2/13/56
Samuel Jackson Jackson's Shoe Store 320 Main St. Irwin, Pa.	6/19/59
Hub Shoe Co. 31-33 Fraley St. Kane, Pa.	6/17/57
Richards 306 5th Ave. McKeesport, Pa.	5/27/59
Bishop Shoe Co. 212 Brownsville Rd. Mt. Oliver, Pa.	1/4/56
Shugarts Shoes Front & Laurel Philipsburg, Pa.	7/2/56
Blynns Shoe Store, Inc. 710 Homewood Ave. Pittsburgh, Pa.	2/27/59
Steele's Buster Brown Shoes 8001 McKnight Rd. Pittsburgh, 37, Pa.	3/22/55
Harl's Shoe Store Pantall Block Punxsutauney, Pa.	9/4/56
Karen's Shoe Store 610 Penn Ave. Turtle Creek, Pa.	8/21/59
Dutrey's Shoes 71 W. Main Arcade Bldg. Waynesboro, Pa.	2/29/56
<u>South Dakota</u>	
Juel's Shoe Store, Inc. DBA Juel's Shoes 413 Main Brookings, S. Dak.	2/6/58

<u>Store</u>	<u>Date Added</u>
<u>Tennessee</u>	
J. W. Harrison, Jr. - Special 204-06 E. Main Johnson City, Tenn.	7/6/55
Family Shoe Store J. L. Frizzell Lexington, Tenn.	1/17/58
Lowry's Shoes 3996 Park Ave. Memphis, Tenn.	1/7/55
Clayton & Co. Tullahoma, Tenn.	8/3/55
<u>Texas</u>	
Reid's Shoes 813 West Park Row Arlington, Texas	6/19/59
Sherman's Shoes 216 Preston Forest Village Dallas, Texas	12/4/58
Cooper-Terry Shoe Store 5024 Trail Lake Dr. Fort Worth, Texas	9/18/59
Cawyer Shoe Store 505 W. 4th St. Graham, Texas	5/15/57
Elwyn's Shoes 109 E. Jackson Harlingen, Texas	1/20/55
Chism's Shoes in No. Town Plaza 6926 San Pedro San Antonio, Texas	12/8/55
Chism's Shoes in Sunset Ridge, Inc. 6426 N. New Braunfels San Antonio 9, Texas	2/13/58
Latimer's Shoe Store ✓ 206 W. Broad St. Texarkana, Texas	10/21/58
Olmstead Shoe Store 120 North College Tyler, Texas	5/20/55

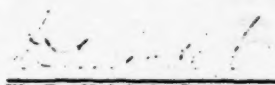
<u>Store</u>	<u>Date Added</u>
<u>Texas (Cont.)</u>	
Nash Shoe Co. c/o Farley's On Ninth 1912 9th St. Wichita Falls, Texas	7/12/56
<u>Virginia</u>	
G. G. Footwear c/o Betty Gay Shoe Dept. 625 State St. Bristol, Va.	12/9/59
McCollum-Farrell 546 Main St. Danville, Va. Attention: S. C. Palmore, Mgr.	5/25/59
McCollum-Farrell Shoe Store Martinsville, Va.	1/20/55
<u>Washington</u>	
Kettman's Shoe Store 244 E. Main Auburn, Wash.	7/8/57
Warn & Warn, Inc. DBA Davids Shoes 201 W. Kennewick Kennewick, Wash.	7/17/58
Jensens Shoes Flower Hill Shopping Center Othello, Wash.	6/20/56
Uahl Shoes & Service 12545 Bothell Way Seattle, Wash.	7/26/55
Rusan's Shoe Dept. 512 W. Riverside Spokane 1, Wash.	8/28/58
Hadley's Shoe Dept. 1100 Main St. Vancouver, Wash.	3/7/58
<u>West Virginia</u>	
Martin's Booterie 227 W. Main St. Clarksburg, W. Va.	9/19/56

<u>Store</u>	<u>Date Added</u>
<u>West Virginia (Cont.)</u>	
Martin's Booterie 114 Adams St. Fairmont, W. Va.	9/19/56
Blynn's Shoe Store 3082 Main St. Weirton, W. Va.	6/4/56
<u>Wisconsin</u>	
L. M. Breitenbach Shoe Dept. c/o Geenens Appleton, Wisc.	9/15/55
Sonny Breitenbach Shoes 128 E. College Appleton, Wisc.	3/5/57
McCoy's-Midwest Shoes, Inc. 318 State St. Beloit, Wisc.	12/8/55
Family Shoe Store, Inc. Medford, Wisc.	10/9/59
Kerr's Shoes 1020 17th Ave. Monroe, Wisc.	9/6/55
Meyer Shoe Store 206 Main St. Watertown, Wisc.	8/2/56
<u>Wyoming</u>	
Kelley's Shoes 1137 Sheridan St. Cody, Wyoming	6/23/59
Shores Shoes, Inc. 609 Graybull Ave. Graybull, Wyoming	7/1/57
N-Z Shoes 176 N. Main Sheridan, Wyoming	1/23/59

Weyenberg
SHOE MFG. CO.**REPORT OF SALES IN TERMS OF
DOLLARS AND PAIRS MANUFACTURED
BY CLASSES FOR YEARS 1948 THRU
1959.**

<u>Year</u>	<u>Net Sales</u>	<u>Men's Dress</u>	<u>PAIRS OF SHOES MANUFACTURED</u>		
			<u>Men's Work</u>	<u>Childrens</u>	<u>Army</u>
1948	\$16,477,139.	1,891,148	269,757	316,330	
1949	13,976,342.	1,769,804	209,548	326,457	
1950	16,560,231.	1,981,185	240,225	413,606	
1951	16,654,960.	1,729,133	161,974	342,239	143,940
1952	16,745,703.	1,847,636	178,116	359,077	
1953	17,466,780.	2,038,499	181,509	235,597	
1954	15,642,366.	1,853,752	143,573	218,654	
1955	17,227,444.	2,165,233	194,101	238,487	
1956	16,494,769.	1,926,260	122,280	-	
1957	16,553,217.	1,869,669	133,964	-	
1958	16,349,709.	1,864,265	107,028	-	
1959	17,424,345.	1,834,601	113,512	-	

The above report is a true and complete report as reflected
by the records of the Weyenberg Shoe Manufacturing Company.



W. D. Knickel, Secretary

April 26, 1960

[fol. 279E]

COMMISSION EXHIBIT 143.

SHIPMENTS

RECORD OF ANNUAL

1	2	3	4	6	YEAR	\$ VOLUME	GENERAL INFORMATION		
							SOLD SINCE	POPULATION	COUNTY
	172				1946	2132		6,900	ERIE
	181		120	120	1947	2814			
1	150	25	29	99	1948	2355			
	85	1	177	165	1949	2839			
	101	15	152	223	1950	3123			
	147	1	213	86	1951	3560			
	172		323	150	1952	4768			
	179		374	97	1953	4435			
	158		302	81	1954	3993			
	143	7	138	122	1955	3121			
	33	1	16	123	1956	1263			
	3		27	111	1957	956			
2	18		7	137	1958	1189			
	12		43	99	1959	1105			
					1960				
					1961				
					1962				
					1963				
					1964				
					1965				

EWEELING, RAYMOND J.

ADDRESS 15-17 MAIN ST

CITY & STATE HAMBURG, NEW YORK

#23

SALESMAN YODEK

NUMBER
PL4

SPECIAL TERMS (PC)

ZONE 4

DATE 1-60 RATING A+2

SPECIAL INSTRUCTIONS

ACCOUNT NO. P-581225

1011 808 SIGNATURE PAGE 143-18

SHIPMENTS

RECORD OF ANNUAL

1	2	3	4	5	6	YEAR	VOLUME	GENERAL INFORMATION	
						1946		SOLD SINCE	11-20-57
						1947		POPULATION	677,000
						1948		COUNTY	ALLEGHENY
						1949		TRADE NAME	
						1950		NAME	BLINN'S SHOE STORES, INC.
						1951		ADDRESS	710 N. HOMEMOOD
						1952		CITY & STATE	PITTSBURGH, PA.
						1953		SALESMAN	JIM HEIF
						1954		SPECIAL TERMS (PC)	ZONE
						1955		DATE	3 60
						1956		RATING	D+2
47	2	21	53	2	2	1957	636	SPECIAL INSTRUCTIONS	
						1958	2,782		
						1959	376		
						1960	None		
						1961			
						1962			
						1963			
						1964			
						1965			

1323

M-6141

NO.

SHIPMENTS

GENERAL INFORMATION

SOLD SINCE OCT, 1951
 POPULATION 37,400 COUNTY HARRISON
 TRADE NAME
 NAME GRDYER CO.
 ADDRESS 314 LA MEISE STREET
 CITY & STATE BILOXI, MISS P22
 SALESMAN KEEFER W50
 SPECIAL TERMS (PC) ZONE 5

DATE RATING D 15
 SPECIAL INSTRUCTIONS

also store at 401 W. 14

INACTIVE

ACCOUNT NO. W 4 810 34

RECORD OF ANNUAL

1	2	3	4	6	YEAR	VOLUME
					1946	
					1947	
					1948	
					1949	
					1950	
	16 89	88			1951	1281
	28 317	445			1952	6803
	68 433	605			1953	8358
	79 181	211			1954	3419
	13				1955	428
	4				1956	186
					1957	
					1958	
					1959	
					1960	
					1961	
					1962	
					1963	
					1964	
					1965	

840 [fol. 282E]

COMMISSION EXHIBIT 146.

Weyenberg
SHOE MFG. CO.

John W. Anderson

June 19, 1958

JUN 24 1958

Re: Blinkinsop Shoe Store
Marango, Iowa

*Bear
april 53*

Dear John:

This account has been active for many years. Our customer and yours will indicate shipments from 1946 through 1957. The amount in 1957 was \$1920. Thus far this year our shipments have amounted to only \$193 and we have no orders on file.

To the best of your knowledge has anything transpired indicating you have lost this account to Brown Shoe Company or the Wohl Division of Brown Shoe Company because of some special arrangements that may have been made with these people or because of their having acquired this store. Will you be kind enough to advise us in return mail.

Yours very truly,

PSShannon:ccs

*I OVERLOOKED THIS
ACCT ON EARLIER REPORT*

*THIS ACCT. SWITCHED TO
BROWN BILT PLAN. I SELL THEM
ALL THEIR WORK SHOES. BUT NOT
DRESS SHOES.*

*THEY ARE UNDER BROWN
FRANCHISE PLAN WHICH IS PRETTY
MUCH STRAIGHT BROWN SHOE CO
OPERATION-*

*Sincerely
John W. Anderson*

R 25 1530-7 PM

Weyenberg
SHOE MFG. CO.

April 22, 1960

Portage
SHOE MANUFACTURING CO.

Please give this careful as well as your immediate attention.

Do you know of any merchant who, during the last three or four years or even five years, which was taken over by Brown franchise which resulted in loss of business for you and us.

Will you please indicate on the lower part of this letter, and return it to the writer immediately.

Sincerely yours,

RSShannon:em

Blinkensop Shoes - MARENGO Iowa
STILL SELL Them WORK SHOES
but no Russ Shoes

John W. Anderson
BOX 156
CLEAR LAKE, IOWA

SHIPMENT RECORD
WEYENBERG () PORTAGE

TRADE NAME
NAME B. Blinkensop Shoe Store
CITY & STATE Clear Lake, Iowa
SOLD SINCE 1946 RATING 73
SALESMAN John W. Anderson POPULATION 2,100

YEAR	GRADE					DOLLAR VOLUME
	1	2	3	4	5	
1953		5	1	3	311	2256--
1954		2		1	288	1948--
1955		3			257	1780--
1956		1		3	246	2246--
1957		3		3	260	1928
1958		2			200	1429
1959					151	1174
1960				1	78	288-- through May

WEYENBERG SHOE MFG. CO.

MILWAUKEE

Portland 9, Oregon May 2, 1938

Attn: Ray Shannon

Dear Ray:

We have received back four of the questionnaires sent out to the salesmen regarding any accounts we may have lost in the last four or five years due to Brown franchising stores. We are listing below the information as passed on to us by the salesmen.

Les Weigand, in the Spokane territory, states that he has not lost any accounts and that Brown is not very active in his territory.

Paul Mehan states that Dahl's Shoes at 12545 Bothel Way, Seattle, Washington rated C-2, had been a good account of his but when Brown franchised the account they canceled all orders they had on file with him and have not bought anything since.

Sam Brown states that he knows of only two stores in recent years where he has lost business. About three years L. Johnson Store at Willows, California and the L. Johnson Store at Orland, California were changed over to Brown franchise stores and since that time his business is down to nothing.

Clark Penner, in the Portland territory, states that no account has been lost due to a Brown franchise in his area.

We still have not heard from Jim Clark but I thought it best to pass on what information we have immediately.

Very sincerely,

KEN WILLIAMS

KW

Jb

SHIPMENTS

GENERAL INFORMATION

RECORD OF ANNUAL

VOLUME

YEAR

6

4

3

2

1

SHIPMENTS

RECORD OF ANNUAL

1	2	3	4	6	YEAR	VOLUME	GENERAL INFORMATION			
							SOLD SINCE	POPULATION	2,100	COUNTY IOWA
	39	30	111	89	1946	1118	TRADE NAME			
	81	6	7	198	1947	1945	NAME			
	6	5	103	288	1948	1236	ADDRESS			
	5	23	14	185	1949	2304	CITY & STATE			
	23	11	102	180	1950	2467	SALESMAN			
	11	16	43	194	1951	2104	SPECIAL TERMS (PC)			
	16	5	3	311	1952	1648	DATE			
	5	2	1	289	1953	2237	RATING			
	2	3	1	257	1954	1947	SPECIAL INSTRUCTIONS			
	3	1	3	296	1955	1737				
	1	9	3	248	1956	2246				
	3	3	200	200	1957	1988				
			151	151	1958	1497				
					1959	1144				
					1960					
					1961					
					1962					
					1963					
					1964					
					1965					

ACCOUNT NO. 71-556871

RECORD OF MONTHLY SHIPMENTS

FOR THE YEAR 1960

1	2	3	4	5	6	7	NO.	TOTALS
			1		38		JAN	291
			1		38		FEB	291
			1		70		MAR	534
							APR	
							MAY	
							JUN	
							JUL	
							AUG	
							SEP	
							OCT	
							NOV	
							DEC	
							TOT	

W 256870
 WEYENBERG SHOE MFG. CO.
 MILWAUKEE, WIS.

RECEIVED MAR 10 1960

POST OFFICE ADDRESS		STATE		POPULATION		SALESMAN								
Winona 37 W. Third St.		Minnesota		152		152								
NAME		SHIPPING DIRECTIONS												
Winona Bootery 98,689		Formerly known as The "B & D"												
B & D Shoe Store		Store name changed per.												
BUSINESS		EXCLUSIVE		BUYER		REMARKS								
						Mr. Danaser customer 2/4/59								
						Mrs. Bartholomen								
YEAR	RATING	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	SHIPMENTS
1950									33	31				
1951														
1952	D1 1/2													1195 14
1953	D1 1/2													137 3
1954	D1 1/2													163 1
1955	D1 1/2													1465 09
1956														2314 50
1957	D1 1/2													2200 75
1958														2090 85
1959														99 50
1960														

(10) 1347

COMMISSION EXHIBIT 153.

POST OFFICE ADDRESS		STATE		POPULATION		SALESMAN								
Watertown 204 E. Main St.		Vt.		146		146								
NAME		SHIPPING DIRECTIONS												
Mayer's Shoe Store		FR. GEMAN 38												
BUSINESS		EXCLUSIVE		BUYER		REMARKS								
						George Mayers,								
YEAR	RATING	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	SHIPMENTS
1953	E3													347 20
1954	F3	E3												1316 14
1955	E3													2399 16
1956														216 45
1957	E3													
1958														
1959														
1960														
1961														
1962														
1963														

(11)

May 18, 1956

Mayer's Shoe Store
205 Main Street
Watertown, Wisconsin

Gentlemen:

Our representative, Mr. Walter J. Votavets, mentioned that you were thinking about going on the Brown plan. Naturally, we are interested in maintaining the favorable business relationship we have had with your account during the past 2½ years and, therefore, we hope you will not mind our passing on to you several items of interest which you may want to take into consideration.

First of all, we feel certain you will agree that your proximity to us has afforded you the opportunity for quick, economical deliveries. As you get farther away from your source of supply, it is only natural that it takes longer to get the shoes and the transportation cost per pair is higher.

Secondly, we want to remind you that we are still able to provide you with shoes in the all-important \$6.95 price category. Our line is presently stronger than ever in this price category and we believe you will agree that this is the category in which most of the young men's business is being done today.

Regardless of what your decision is, we want to be sure to take the opportunity to thank you for the valued business you have placed with us during these past several years and want to assure you that we will be looking forward to every further opportunity to be of service to you.

Yours very truly,

LAVERNE SHOE COMPANY

George A. Friedley

GA:fgg

(Handwritten Exhibit.)

(Letterhead of Meyers X-Ray Shoe Fitting.)

March 8, 1956

Leverenz Shoe Co.
Sheboygan, Wis.

Gentlemen:

Please cancel the inclosed orders # 278 and 331.

Sorry, to have to cancel these shoes, but I find I am overbought and can't afford to pay for them.

Yours truly, G. H. Meyers.

Notation: Blue sheet sent to warehouse

1352



SALES OFFICE
NINTH FLOOR
SHELL BUILDING
EIGHT STREET BETWEEN TWELFTH AND THIRTEENTH
"Just a step from the JEFFERSON,
LEMONICK and STATLER Hotels."
ST. LOUIS 3, MO.
TELEPHONE CHESTNUT 7-2868

THE JUVENILE SHOE CORPORATION OF AMERICA

GENERAL OFFICE
CARNATION DRIVE
AURORA, MISSOURI
TELEPHONE ORIOLE 8-2181
TELETYPE AUR MO 8561

May 9, 1960

Howard's Shoe Store
Hillsboro, Illinois

Dear Mr. Howard:

This acknowledges receipt of your letter of May 4th, expressing your interest in CLINIC shoes.

We are sorry to advise that we will not be able to ship you the following, as we are not in a position to serve you at this time.

#308 - AA- 6, 6½, 7, 7½, 8, 8½, 9
B- 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9

#310 - Same sizes as #308 - one pair each.

Should our position change at a later date, we will be glad to get in touch with you.

Thanking you for your letter and your order and regretting that we are unable to serve you at this time, we are

Yours very truly,

THE JUVENILE SHOE CORPORATION
OF AMERICA

J. Wilkinson
J. Wilkinson

JW
JPS
AUR

Attn: AURORA and SARCOXIE, MISSOURI



UNITED STATE OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

In the Matter of
BROWN SHOE COMPANY,
a corporation.

Docket No. 7607

STIPULATION OF FACTS

Counsel supporting the complaint and counsel for respondent agree and stipulate that if Roy St. Jean, Manager of the Market and Sales Analysis Department of respondent, were called as a witness in this proceeding, he would testify that the Respondent's Exhibit _____, attached hereto and made a part hereof, was prepared under his general direction, supervision and control from reports of the 1960 Census, the Standard Metropolitan Statistical Area report, and from a list of Brown franchise stores (CX 23-A to Z-24, 24A to Z-33), and counsel further agree that this stipulation and attached exhibit may be accepted by the Commission for the purpose of its determination and order herein as if such person had so testified and in lieu of such testimony.

This stipulation is made solely for the purpose of this proceeding, or any review thereof, and for no other action, case or proceeding.

RESPONDENT'S EXHIBIT

POPULATION OF CITIES AND TOWNS IN WHICH BROWN FRANCHISE STORES ARE LOCATED

Sources:
(1) Report of 1960 Population Census
(2) Standard Metropolitan Statistical Areas
(3) Commissions Exhibits 23-A to Z-24,

Sources: (1) Report of 1960 Population Census
(2) Standard Metropolitan Statistical Areas
(3) Commissions Exhibits 23-A to 2-24,
24-A to 2-33

POPULATION OF CITIES AND TOWNS IN WHICH
BROWN FRANCHISE STORES ARE LOCATED

BROWN FRANCHISE STORES														
	to 5,000	to 10,000	to 20,000	to 30,000	to 40,000	to 50,000	to 100,000	over 100,000						
Peter & Sikes - Birmingham, Ala.														
Sikes & Bretton - Birmingham, Ala.														
Baxter's - Andalusia, Ala.														
W. King Holt - Brewton, Ala.														
Baxter's - Dothan, Ala.														
Peters & Sikes - Homewood, Ala.														
DeShield's-Larson - Montgomery, Ala.														
M. N. DeShields c/o Alex Rice - Montgomery, Ala.														
DeShields & McLeod c/o Leon's - Selma, Ala.														
Footie Shoes - Sheffield, Ala.														
Wagner's - Tuscaloosa, Ala.														
David's - Phoenix, Ariz.														
David Shoes Park Central - Phoenix, Ariz.														
Monday S. S. - Batesville, Ark.														
Sherman's Shoes - Benton, Ark.														
Floyd A. White & Sons - Blytheville, Ark.														
M. P. Watts & Bros. - Camden, Ark.														
Monday-Powell S. S. - Conway, Ark.														
Cowan's S. S. - Fayetteville, Ark.														
Peters S. S. - Hot Springs, Ark.														
Joseph Footwear - Jonesboro, Ark.														
Hall & Monday S. S. - Newport, Ark.														
Grande's S. S. - Alameda, Calif														
Clarks Children's Footery - Anaheim, Calif														
Hornbrook's Shoes - Arcata, Calif														
Ricardo's Footery - Bakersfield, Calif														
McQueen's Shoes - Barstow, Calif.														
Richard's Shoes - Bell, Calif.														
Kodgers S. S. - Berkeley, Calif														
Memphill's Shoes - Blythe, Calif.														
Desert Shoes - Brawley, Calif.														

M - Part of a Standard Metropolitan Area
do- ditto, same city as above

Wesley's Canoga Bootery - Canoga Park, Calif	0	5,000	10,000	20,000	30,000	40,000	50,000	Over	M-
	to	to	to	to	to	to	to	100,000	L.A. pop.
Burton's S. S. - Chico, Calif.	5,000	10,000	20,000	30,000	40,000	50,000			
The Birdsong Co. - Coalinga, Calif.									
Brill's S. S. - Colton, Calif.		5,962M	14,757						
Richards Bootery - Delano, Calif.			18,666M						
Richards Shoes - Downey, Calif.			11,913M						82,505M
Richards Bootery - E. Bakersfield, Calif.									M-
									Bakersfield pop.
Desert Shoes - El Centro, Calif.			16,811	28,137					
Hornbrook's S. S. - Eureka, Calif.									
John & Roma Ipswitch - Fillmore, Calif.	4,808								
Jackson's S. S. - Ft. Bragg, Calif.	4,433								
(now Adams Shoes)									
Cashions S. S. - Fresno, Calif.									
Junior Bootery of Fullerton - Fullerton, Calif.									133,929M
Ritchie's Shoes - Gardena, Calif.									
Lange S. S. - Gilroy, Calif.		7,348M		35,943M					
Peters S. S. - Glendale, Calif.									
Collier's S. S. - Grass Valley, Calif.	4,876		10,133						
Cassidy's S. S. - Hanford, Calif.			16,115M						119,442M
Jerry's Shoes - Hermosa Beach, Calif.			16,058M						
Burton's S. S. - Livermore, Calif.				22,229M					
Burton's - Lodi, Calif.									
Daniels & Jones, Inc. - Long Beach, Calif.									344,168M
Fussal Shoes c/o Frances Shop - Long Beach, Calif.									do M
Rancho Shoes - Los Altos, Calif.									
Axline Fine Shoes - Los Angeles, Calif.									
Kurt's Shoes - Los Angeles, Calif.									2,479,013M
Rhee's Shoes - Los Angeles, Calif.									do M
Westwood Bootery - Los Angeles, Calif.									do M
Fuhrman's Lynnwood Bootery - Lynnwood, Calif.									
Grande's BBilt S. S. - Martinez, Calif.									
Burton's S. S. - Marysville, Calif.									
Shively's - Merced, Calif.									
Sandlers S. S. - Montebello, Calif.									
Phillips Bootery - No. Hollywood, Calif.									M-
									L.A. pop
Chapman's Shoes - Novato, Calif.									
Lionett's Shoes - Orland, Calif.									
Burton's S. S. - Oroville, Calif.									
Berdon's Shoes c/o Metcalfe - Pasadena, Calif.									116,407M
Metcalfe's Shoes - Pasadena, Calif.									do M
	2,000	10,000	20,000	30,000	40,000	50,000	100,000	Over	
	to	to	to	to	to	to	to	to	

	0	5,000	10,000	20,000	30,000	40,000	50,000	Over
	to	to	to	to	to	to	to	100,000
	5,000	10,000	20,000	30,000	40,000	50,000	100,000	
McCoy's Shoes - Robinson, Ill.		7,226						
Beasler's Shoes - Rochelle, Ill.		7,008						
McCoy's Midwest Shoes - Salem, Ill.		6,165						
Inyarta BBilt S. S. - Shelbyville, Ill.	4,821							
Di Plotti's S. S. - Taylorville, Ill.		8,801						
Wetzel's S. S. - Watseka, Ill.		5,219						
Masters Shoe Co. - Waukegan, Ill.							55,719M	
Knippen's Shoes - Wheaton, Ill.								
Remussen Shoes - Winnetka, Ill.			24,312M					
			13,368M					
B & B Shoes - Bedford, Inc.			13,024					
Baflich & Morrissey - Bluffton, Ind.		6,238						
Miller's Shoes - Crawfordville, Ind.			14,231					
Paramount S. S. - Crown Point, Ind.		8,443M						
Baflich & Morrissey BBilt S. S. - Decatur, Ind.		8,327						141,543M
Ben Becker Evansville, Inc. - Evansville, Ind.								161,776M
Kay's S. S. (Southgate Plaza) - Ft. Wayne, Ind.								do M
Kayes - Ft. Wayne, Ind.								do M
Village Shoes - Ft. Wayne, Ind.								
Kent's Shoes - Frankfort, Ind.			15,302					
Lenam Shoe Co. - Franklin, Ind.		9,453						
B & B Shoes - Green Castle, Ind.		8,506						
Merriman's Shoes - Greensburg, Ind.		6,505						
Dick's Bootery - Griffith, Ind.		9,483M						
Brown & Rowe Shoes - Huntington, Ind.			16,185					
B & B Shoe Corp. - Kokomo, Ind.					47,197			
Apple S. S. - Lebanon, Ind.		9,523						
Kennedy's S. S. - Linton, Ind.		5,736						
Combs S. S. - Logansport, Ind.				21,106				
B & B Shoes - Madison, Ind.								
Schultz Bros. - Madison, Ind.								
Alexander's S. S. - Martinsville, Ind.		7,525						
Fall City Shoe Corp. - New Albany, Ind.								
Stein's Shoes - New Albany, Ind.					37,812M			
B & B Shoes - New Castle, Ind.					do M			
Combs S. S. - Portland, Ind.								
Everly's S. S. - Richmond, Ind.		6,999						
Taylor's S. S. - Rochester, Ind.				20,349				
Kents B. B. S. - Rushville, Ind.							44,149	
B & W Shoe Co. - Seymour, Ind.		7,264						
Hub S. S. - Shelbyville, Ind.	4,883							
			11,629					
			14,317					
		0	5,000	10,000	20,000	30,000	40,000	50,000
		to	to	to	to	to	to	to
		5,000	10,000	20,000	30,000	40,000	50,000	100,000
								Over
								100,000

	\$5,000	10,000	20,000	30,000	40,000	50,000	60,000	70,000	80,000	90,000	100,000	Over
Moor's Shoes - Holland, Mich.												
Cartwright's - Lansing, Mich.												
Vogel's S. S. - Ludington, Mich.												
Burkhardt's S. S. - Midland, Mich.												
Cartwright S. S. - Mc. Pleasant, Mich.												
Eastwick's - Niles, Mich.												
Robert Shoe Co. - Oquoss, Mich.												
c/o D. M. Christian Dept. Store												
Fisher's S. S. - Plymouth, Mich.												
Harrison's Shoes - Royal Oak, Mich.												
Don A. Zahle Shoes - St. Joseph, Mich.												
c/o Kims & Hildebrand												
Raymond Shoe Co. c/o Wiechmann's - Saginaw, Mich.												
Willers Blitt S. S. - Sturgis, Mich.												
Erenbach Shoe Co. - Trenton, Mich.												
Campbell S. S. - Walld Lake, Mich.												
Fisher's Shoes - Wayne, Mich.												
Moffette S. S. - Ypsilanti, Mich.												
Biggaard S. S. - Albert Lea, Minn.												
Austin Bootery - Austin, Minn.												
Larson's S. S. - Redditt, Minn.												
Paul's S. S. - Brainerd, Minn.												
Arnesen's S. S. - Cloquett, Minn.												
Glein's S. S. - Duluth, Minn.												
Warren Shoe Co. - Edina, Minn.												
c/o Marvin Orack's												
Burkhardt's Shoes - Faribault, Minn.												
Dailey S. S. - Fergus Falls, Minn.												
Stenborg's S. S. - Grand Rapids, Minn.												
Victor Clothing Co. - Little Falls, Minn.												
Carl E. Elmqvist Shoes - Minneapolis, Minn.												
Frisholm S. S. - Montevideo, Minn.												
Stora's S. S. - New Ulm, Minn.												
O & B Shoe Store - Rochester, Minn.												
Christiansons Blitt S. S. - St. Paul, Minn.												
(see Mischel's S. S.)												
Gilmore Shoes - Amory, Miss.												
Gryder's Shoes - Biloxi, Miss.												
Columbus Blitt. S. S. - Columbus, Miss.												
Massena Blitt S. S. - Corinth, Miss.												
Gryder S. S. - Gulfport, Miss.												

Emarling's - Hamburg, N. Y.	0	5,000	10,000	20,000	30,000	40,000	50,000	Over	
Buster Brown Mid Island - Nicksville, N. Y.	to	to	to	to	to	to	to	to	
Van's Shoes - Ithaca, N. Y.	5,000	10,000	20,000	30,000	40,000	50,000	100,000	100,000	
Malben Shoes - Jackson Heights, N. Y.		9,145M					50,405M		
Richal Shoe Corp. - Jamaica, N. Y.									
Brownbilt Shoe Store - Jamestown, N. Y.						41,818			
Rosses Bbilt S. S. - Kingston, N. Y.				29,260					
Taber & Brumburgh - Kenmore, N. Y.				21,261M					
Balsom Bootery - Larchmont, N. Y.		6,789M							
Green's Dept. Store - Middletown, N. Y.					30,979				
Fogarty Bbilt S. S. - Newburgh, N. Y.				23,475					
Hub Buster Brown Bootery - N. Y. City, N. Y.									
Buster Brown Dyckman S. S. - N. Y., N. Y.									
Tichnor Shoes - N. Y., N. Y.									
Taber & Brumburgh - Niagara Falls, N. Y.									
(now Taber's Shoe Shop)									
Drizin's Shoes - Norvich, N. Y.	9,175		16,122						
Millie's S. S. - Ogdensburg, N. Y.									
Brothers Bbilt Shoe Dept. - Olean, N. Y.			21,868						
Onaida Shoe Co. - Onaida, N. Y.			11,677M						
Kéwell Shoe Co. - Parkchester, Bronx, N. Y.									
Buster Brown Rego Park - Rego Park, N. Y.									
Royal Shoes - Richmond Hill, Queens, N. Y.									
Mercis S. S. - Rochester, N. Y.									
Culver Shoes - Rochester, N. Y.									
Schwank's S. S. - Rochester, N. Y.									
Townsend's S. S. - Rome, N. Y.									
Molan's S. S. - Seneca Falls, N. Y.	7,439						51,646M		
(now Geo & Rutz Shoes)									
Lesar's S. S. - White Plains, N. Y.							50,485M		
Powell's Shoes - Clinton, North Carolina	7,461								
Stanley's Shoes - Greensboro, N. Carolina			10,257						
Peterson's Shoes - Lenoir, N. Carolina			10,882						
Lee's Shoes - Monroe, N. Carolina			19,844						
Long's Family S. S. - Statesville, N. Carolina									
Steven's Shoes - Valley City, North Dakota	7,809								

M-
N.Y. City pop
do7,781,984M
do M
do M
102,394MM-
N.Y. City pop
do
do
318,611M
do M
do M

119,374M

Over
to
100,00050,000
to
100,00030,000
to
40,00020,000
to
30,00010,000
to
20,0005,000
to
10,0003,000
to
5,000

	0 to 5,000	5,000 to 10,000	10,000 to 20,000	20,000 to 30,000	30,000 to 40,000	40,000 to 50,000	50,000 to 100,000	Over 100,000
Alexander's Shoes - Cambridge, Ohio								876,050M
Clarence Faflik Shoes - Cleveland, Ohio (Permatown Shopping Center)								do M
Clarence Faflik S. S. - Cleveland, Ohio (20201 Van Alken Rd.)								do M
Clarence Faflik S. S. - Cleveland, Ohio (4256 Pearl Rd.)								do M
Clarence Faflik S. S. - Cleveland, Ohio (9711 Lordin)			14,362					do M
Yon's S. S. - Cleveland, Ohio								
Ferrar's Shoes - Clyde, Ohio	4,826							
Andrew Hauer c/o Style Center - Elyria, Ohio						43,782M		
Clear's S. S. - Greenville, Ohio			10,585		31,667M			
Clarence Faflik Shoes - Maple Heights, Ohio								
Smart & Waddell - Marietta, Ohio		9,893M	16,847					
Bartal's Shoes - Middletown, Ohio		7,828M	16,290M					
Clarence Faflik Shoes - North Olmstead, Ohio		7,737						
Douglas Shoes - Oxford, Ohio								
Clears Shoes - St. Marys, Ohio					31,989			
Carlyle's Shoes - Sandusky, Ohio			14,663					
The Shank Shoe Co. - Sidney, Ohio			15,631M					
Master S. S. - Struthers, Ohio								
Masters S. S. - Youngstown, Ohio					39,077			166,689M
Garrison's S. S. - Zanesville, Ohio								
Ship's Shoes - Ada, Okla.			14,347					
McClain's Shoes - Alva, Okla.		6,258		21,225				
Dutcher's S. S. - Altus, Okla.				20,184				
Ell Shoes - Ardmore, Okla.				27,893				
Petas S. S. - Bartlesville, Okla.								
Ritchie's S. S. - Blackwell, Okla.		9,588						
Pertina-Roberts Shoes - Chickasha, Okla.		8,619						
Bylie's S. S. - Cushing, Okla.								
Cochran's Shoes - Duncan, Okla.				20,009				
Fisher & Wassen Shoes - El Reno, Okla.			11,015M					
Earnest Bros. - Enid, Okla.							38,859	
Kennamer Shoes - Guthrie, Okla.		9,502						
Williams Shoeland - Henryetta, Okla.		6,551						
Boone's Shoes - Hobart, Okla.		5,132						
Nichols S. S. - Holdenville, Okla.		5,712						

	5,000 to	10,000 to	20,000 to	30,000 to	40,000 to	50,000 to	Over 100,000
Sherman's S. S. - Isabel, Okla.	4,947						
Decker's Buster Brown S. S. - Lawton, Okla.							
Fate's S. S. - McAlester, Okla.							
The Hub Bootery - Miami, Okla.							
Mason-Bardin S. S. - Midwest City, Okla.							
B & B Mill S. S. - Muskogee, Okla.							
L & H Shoes - Muskogee, Okla.							
Mill & Shippe S. S. - Norman, Okla.							
Mason-Bardin B.B.S.S. - Oklahoma City, Okla.							
Wylie's Shoes - Okmulgee, Okla.							
Faul's Shoes - Paula Valley, Okla.							
Kernest Bros. - Ponca City, Okla.							
Marriam's Clothiers - Sapulpa, Okla.							
Kernest Bros. - Shawnee, Okla.							
Kernest Bros. - Stillwater, Okla.							
Ray Allen Shoes - Tulsa, Okla.							
Com's Dept. Store - Tulsa, Okla.							
Reedy's S. S. - Vinita, Okla.							
Nichol's S. S. - Vinita, Okla.							
F & W Shoes - Woodward, Okla.							
Long's S. S. - Albany, Oregon							
Buster Brown Shoe Dept. - Ashland, Oregon							
(c/o Park View Dept. Store)							
Buster Brown S. S. - Astoria, Oregon							
Moore's B.B.S.S. - Bend, Oregon							
Vincent-Radmond Co. - Coos Bay, Oregon							
(DBA Buster Brown Shoe Store)							
Larson Dept. Store - Coquille, Oregon							
Gilmer's S. S. - Corvallis, Oregon							
Moore's S. S. - Cottage Grove, Oregon							
Nichols' Buster Brown S.S. - Eugene, Oregon							
Vincent-Radmond Co. - Grants Pass, Oregon							
Adams' Buster Brown S.S. - Grasham, Oregon							
Marlin's Shoes - Harvinton, Oregon							
Eric Hargis S. S. - Hillsboro, Oregon							
Registery's Shoes - Klamath Falls, Oregon							
Rob's S. S. - Lebanon, Oregon							
Buster Brown S. S. - McMinnville, Oregon							
Vincent-Radmond Co. - Medford, Oregon							
(DBA Buster Brown Shoe Store)							
Nichols Buster Brown S. S. - Milwaukie, Oreg.							
Nichols Buster Brown S. S. - Oregon City, Oreg.							
Vanderburgh's S. S. - Oswego, Oreg.							

5,000 10,000 20,000 30,000 40,000 50,000
to to to to to to
over
100,000

	0	5,000	10,000	20,000	30,000	40,000	50,000	over
	to	to	to	to	to	to	to	100,000
Buster Brown Shoe Dept. - Portland, Oreg.	5,000	10,000	20,000	30,000	40,000	50,000		372,476M
(Lipman Wolfe & Co.)								40 M
Spellman Bros. - Portland, Oreg.								40 M
(c/o Miller Mercantile Co.)								
Vandenburgh's S. S. - Portland, Oreg.		11,467						
Glenn's Shoes - Roseburg, Oreg.	5,022							
Don's S. S. - St. Johns, Oreg.								
Arbuckle's - Salem, Oreg.								
Buster Brown S. S. - The Bellies, Oreg.		10,493						
Shoe Box - Tillamook, Oreg.	4,244						49,162	
Jackson's S. S. - Maden, Penna.	6,107M							
Yeager's S. S. - Bellefonte, Penna.	6,088							
Bishop Shoe Co. - Bellefonte, Penna.								
Fagerstrom Shoes - Bradford, Penna.								
Lille S. S. - Carbondale, Penna.								
Betty's Shoes - Carlisle, Penna.								
Prover's S. S. - Chambersburg, Penna.								
Shugart's Shoes - Clearfield, Penna.	9,270							
Barbey's S. S. - Coatsville, Penna.	9,643M							
Jackson's S. S. - Coatsville, Penna.								
Boston S. S. - Dozers, Penna.								
Triche's Mill S. S. - Dornet, Penna.	9,386							
Sheslay's Mill S. S. - Franklin, Penna.	7,502M							
Gold's Shoes - Kutztown, Penna.	5,360							
Rob Shoe Co. - Kama, Penna.								
H. Gratton Quality Shoes - Lebanon, Penna.								
Boyer's Mill S. S. - Meadville, Penna.								
Robt Mill S. S. - Newcomen, Penna.								
Mohr's Mill S. S. - Newburgh, Penna.								
James Folino - Mt. Lebanon, Penna.								
(CMA Buster Brown Mt. Lebanon)								
Bishop Shoe Co. - Mt. Oliver, Penna.	5,900M							
Shugart's Shoes - Philipsburg, Penna.								
Steele's Buster Brown Shoes - Pittsburgh, Penna.	3 872							
Karl's S. S. - Pottsville, Penna.	8,805							
James Robles S. Den - Reading, Penna.								
(c/o Walter T. Jones Store)								
George's Shoes - Stroudsburg, Penna.	6,000							
Triche's Mill S. S. - Tarentum, Penna.	8,232M							
Betty's Shoes - Waynesboro, Penna.								
Triche's Mill S. S. - Wilkesburg, Penna.								

98,177M

604,332M

35,361M

30,045

10,437

30,064M

Walborn Shoes - Anderson, So. Carolina	0	5,000	10,000	20,000	30,000	40,000	50,000	Over
	to	to	to	to	to	to	to	
	5,000	10,000	20,000	30,000	40,000	50,000	100,000	100,000
Joel's S. S. - Brookings, So. Dakota (DMA Joel's Shoes)	4,391		10,358		41,316			
Barber's Bootery - Morridge, So. Dakota		9,379						
Randelle - Rapid City, So. Dakota								
Egan's BBilt S. S. - Yankton, So. Dakota								
Smith's Shoes - Columbia, Tenn.			17,624					
Fowler's Shoes - Dyersburg, Tenn.			12,499					
Harrison's BBilt S. S. - Elizabethton, Tenn.			10,896					
Melms BBilt S. S. - Greenville, Tenn.			11,739					
Burnett's S. S. - Jackson, Tenn.				29,892	33,849			
J. W. Harrison Jr. - Johnson City, Tenn.				do				
Melms Shoe Dept. - Johnson City, Tenn. (c/o Boeser's)				26,314				
Harrison's Bootery - Kingsport, Tenn.				do				
Mettis Lee's Boy & Girl Shop - Kingsport, Tenn.			10,512					
Kirkpatrick BBilt S. S. - Lebanon, Tenn.	3,943	9,013						497,324M do M
Family S. S. - Lexington, Tenn.								
Wilson's BBilt S. S. - McMinnville, Tenn.								
Levey's Shoes - Memphis, Tenn.		3,208						
Rubenstein Footwear - Memphis, Tenn.								
Threadgill's S. S. - Milan, Tenn.				21,267				
R. L. Melms BBilt S. S. - Morristown, Tenn.			18,991					
Brown's Shoes - Morristown, Tenn.								
Burnett's S. S. - Paris, Tenn.		9,325						
Male's Shoes - Shelbyville, Tenn.			10,466					
Wells Bootery - Springfield, Tenn.		9,221						
Cleymon & Co. - Tullahoma, Tenn.			12,242					
Burnett's S. S. - Union City, Tenn.		8,837						
Morgan - Verline - Union City, Tenn.		do						
Kanyon's Shoes - Amarillo, Texas								137,969M do M
Kanyon's Shoes No. 2 - Amarillo, Texas								
Buckley's S. S. - Borger, Texas				20,911				
Ellyn's Shoes - Brownsville, Texas (now Braden's Shoes)								
Holliday & Anderson - Cleburne, Texas			15,381M					
Cooper-Spurlock Shoes - Corsicana, Texas				20,344				
Buster Brown Juvenile S. S. - Dallas, Texas								679,684M do M
Stones S. S. - Dallas, Texas								

	to 2,000	to 10,000	to 20,000	to 30,000	to 40,000	to 50,000	to 100,000	Over 100,000
Stone's S. S. - Denton, Texas								
Roger's S. S. - Ennis, Texas								
Foster's S. S. - Gilmer, Texas								
Cavayr S. S. - Graham, Texas	4,312	9,347M			26,844M			
Stephenson's Shoes - Greenville, Texas		8,505	19,087			41,207M		
Elvyn's Shoes - Harlingen, Texas			11,999					
Rogers S. S. - Hunterville, Texas				23,377		40,050		
Adams S. S. - Killen, Texas					32,728			
Silver's S. S. - Longview, Texas								
Elvyn's Shoes - McAllen, Texas (now Doyle's Shoes)								
Wilson's S. S. - McKinney, Texas			13,763M					587,718M
Famous S. S. - Paris, Texas				20,977				do M
Chies's Shoes in Sunset Ridge - San Antonio, Texas								do M
Chies's Shoes - San Antonio, Texas (in North Town Plaza)								
Leary's Shoeland - San Antonio, Texas					24,988			
Coleman S. S. - Sherman, Texas		9,160						
Steele's Famous S. S. - Sulphur Springs, Texas					30,419			
Rogers S. S. - Temple, Texas					30,218M			
Latimer's S. S. - Texarkana, Texas							51,230M	
Olmstead S. S. - Tyler, Texas			12,141					
Coleman's Shoes - Vernon, Texas								
Nash Shoe Co. - Wichita Falls, Texas								101,724M
c/o Farley's on Ninth								
Handells - Provo, Utah					36,047M			
Dragon's Shoe Store - Bennington, Vermont		8,023						
Mayman's S. S. - Alexandria, Virginia							91,023	
Alma Shop - Falls Church, Virginia			10,192					
McCollum-Farrell S. S. Martinsville, Virginia			18,798					
Kattman's S. S. - Auburn, Wash.			11,933M					
Spenger-Pancast Shoes - Bellingham, Wash.					34,688			
Spallman & Pease - Bremerton, Wash. (GSA Spallman's)				28,922				
Glen Freeman Shoes - Centralia, Wash.								
Boucher's S. S. - Colville, Wash.		8,584						
Hange's Buster Brown S. S. - Ellensburg, Wash.	3,806	8,625						

0	5,000	10,000	20,000	30,000	40,000	50,000	Over
to	to	to	to	to	to	to	100,000
5,000	10,000	20,000	30,000	40,000	50,000	100,000	

Graybull Shoes - Graybull, Wyoming
 Kelley's Shoes - Worland, Wyoming

2,286
 5,806

Total

Brown Franchise Stores in Metropolitan Areas 266 4 27 35 19 21 11 35 114

Brown Franchise Stores not in Metropolitan Areas 372 40 120 111 59 25 16 1 0

3 Accounts in areas where population is not available

Different Cities of Location
Total
 364

Franchise Store Cities as a %
 of Total Cities by population
 size groups

44 146 145 76 42 26 33 52

2.86%

.27% 10.53% 15.63% 22.85% 21.81% 25.00% 16.42% 40.00%

Number of Cities and Towns in each State
(except Alaska and Hawaii)
by Population Groups

Source: U. S. Census - 1960

State	0 to 5,000	5,000 to 10,000	10,000 to 20,000	20,000 to 30,000	30,000 to 40,000	40,000 to 50,000	50,000 to 100,000	Over 100,000	Total
Alabama	303	27	14	4	4	1	3	3	359
Arizona	55	9	5	2	1	0	0	2	74
Arkansas	395	19	9	5	0	1	2	1	432
California	302	70	76	41	24	12	28	15	548
Colorado	233	13	12	3	2	1	2	1	267
Connecticut	53	8	6	4	3	8	6	4	94
Delaware	44	3	1	0	0	0	1	0	51
Florida	336	46	25	8	8	2	4	4	435
Georgia	550	29	17	7	4	0	3	3	613
Idaho	190	7	7	2	2	0	0	0	208
Illinois	1,072	85	60	26	7	7	12	3	1,272
Indiana	482	37	23	4	5	5	3	6	565
Iowa	887	32	8	5	5	0	6	1	944
Kansas	572	17	19	4	2	1	0	3	618
Kentucky	356	22	15	1	3	1	2	1	399
Louisiana	236	27	17	4	1	2	2	1	292
Maine	69	12	7	3	1	1	1	0	94
Maryland	150	13	17	6	6	0	4	1	195
Massachusetts	102	14	20	18	8	8	15	5	190
Michigan	437	42	31	10	11	5	12	5	553
Minnesota	766	38	21	10	1	3	1	3	843
Mississippi	251	21	6	6	2	3	0	1	290
Missouri	850	44	19	9	3	0	4	2	931
Montana	117	5	4	3	0	0	2	0	131
Nebraska	514	13	7	2	0	0	0	2	536
Nevada	16	2	3	0	0	0	0	0	23
New Hampshire	40	5	6	2	1	0	1	0	55
New Jersey	198	79	64	26	14	7	11	6	405
New Mexico	62	10	4	4	2	0	0	1	85
New York	537	83	63	27	14	4	11	8	747
North Carolina	488	50	18	5	4	2	4	3	554
North Dakota	546	5	3	1	2	1	0	0	554
Ohio	761	80	67	10	13	5	10	8	954
Oklahoma	492	26	12	7	4	0	1	2	544

Number of Cities and Towns in each State
(except Alaska and Hawaii)

Number of Cities and Towns in each State (except Alaska and Hawaii) by Population Groups														Source: U. S. Census - 1960		
State	0 to 5,000		5,000 to 10,000		10,000 to 20,000		20,000 to 30,000		30,000 to 40,000		40,000 to 50,000		50,000 to 100,000		Over 100,000	Total
	to 5,000	5,000 to 10,000	to 10,000	10,000 to 20,000	to 20,000	20,000 to 30,000	to 30,000	30,000 to 40,000	to 40,000	40,000 to 50,000	to 50,000	50,000 to 100,000	to 100,000			
Oregon	201	19	10	2	0	1	1	1	1	1	1	1	1	1	235	
Pennsylvania	898	141	78	23	8	3	3	3	3	3	15	5	5	5	1,171	
Rhode Island	9	2	4	1	0	0	0	0	0	0	0	0	0	0	23	
South Carolina	266	27	7	3	0	0	0	0	0	0	0	0	0	0	308	
South Dakota	296	4	5	1	0	0	0	0	0	0	0	0	0	0	308	
Tennessee	251	24	19	7	1	0	0	0	0	0	0	0	0	0	306	
Texas	708	81	51	17	8	5	10	11	11	11	11	11	11	11	891	
Utah	191	15	6	0	0	0	0	0	0	0	0	0	0	0	215	
Vermont	68	9	2	0	0	0	0	0	0	0	0	0	0	0	80	
Virginia	217	17	15	3	1	1	1	1	1	1	4	5	5	5	263	
Washington	246	20	14	4	2	2	2	2	2	2	0	0	0	0	291	
West Virginia	230	14	7	4	0	0	0	0	0	0	1	3	3	0	259	
Wisconsin	491	37	23	1	8	1	4	4	4	4	5	5	5	2	571	
Wyoming	86	3	3	0	0	0	0	0	0	1	1	0	0	0	94	
Total	16,422	1,386	928	337	188	104	201	130	19,696							

UNITED STATES OF AMERICA
NATIONAL TRADE COMMISSION

In the Matter of
BROWN SHOE COMPANY,
a corporation.

Docket No. 7606

STIPULATION OF FACTS

Counsel supporting the complaint and counsel for respondent agree and stipulate that if the managers of the selling divisions of respondent were called as witnesses in this proceeding, they would testify as follows, and that this stipulation of facts and the documents appended hereto or incorporated herein by reference may be accepted by the Commission for the purpose of its determination and order herein as if such persons had so testified and in lieu of such testimony. This stipulation is made solely for the purpose of this proceeding, or any review thereof, and for no other action, case or proceeding.

(A) Franchise Store Programs

(1) International Shoe Company (hereafter called International) sells mens, womens and childrens shoes under a variety of brand names which compete directly with Brown brand shoes. International has a franchise stores program under the direction of its Merchants Service Division and the independent shoe retailers which operate on that program are known as Merchants Service stores.

In order to obtain the benefits and services available under the program, a Merchant Service dealer agrees to feature the shoes of a division of International, in each type of shoes (mens, womens and childrens) he carries, and at all times to handle such shoes in a representative manner.

The benefits and services given by International to the Merchants Service stores are fully described in a written agreement entitled Memorandum of Merchant's Service Plan Agreement. A copy of this agreement, identified as Appendix A, is attached to this stipulation and made a part hereof.

International advertises its Merchants Service program in Footwear News, a leading trade newspaper of the shoe industry. A number of full page advertisements, describing in detail the benefits and services offered or given to shoe retailers operating on the Merchants Service program, have been collected and placed in evidence as Respondent's Exhibit 8. These benefits and services set forth or described in said exhibit are included herein by reference and made a part of this stipulation.

(2) General Shoe Company (hereafter called General) sells mens, womens and childrens shoes under a variety of brand names which compete directly with Brown brand shoes. General has a franchise stores program under the direction of its Genesee Retailers Service Agency and the about 317 independent shoe retailers which operate on that program are known as Friendly Franchise stores.

In order to obtain the benefits and services available under the program, a Friendly Franchise dealer agrees to purchase sufficient quantities of footwear from General, in each type of shoes (mens, womens, childrens) he carries, as are necessary to assure the presence of an adequate and representative stock of merchandise in the Friendly Franchise store at all times.

The benefits and services given by General to the Friendly Franchise stores are fully described in a written agreement entitled "Friendly Franchise" Store Plan Contract. A copy of this agreement, identified as Appendix B, is attached to this stipulation and made a part hereof.

(B) Benefits and services available from other manufacturers

Although they do not have franchise store programs or use written contracts, some or all of the following benefits and services are offered and made available at no cost (or a nominal cost) by virtually all other manufacturers of branded shoes in competition with Brown Shoe Company to prospective or actual independent shoe retailer customers who will carry the branded shoes of such manufacturer or manufacturers in a representative manner and with adequate inventory:

- (1) Advertising mats, price tickets, window display materials, display fixtures, and other point-of-sale advertising and sales aids.
- (2) Outdoor and indoor signs for dealer and product identification (at cost or less than cost).

- (3) Semi-annual sale promotion kits.
- (4) Store opening promotional help including newspaper advertising, circulars, attendance prizes and the assistance of manufacturer sales representatives in stocking and selling shoes.
- (5) Business advice including advice on proper methods of merchandising and advertising.
- (6) Cooperative advertising allowance.

Included among the benefits and services not generally available but made available in selected instances by manufacturers of branded shoes in competition with Brown Shoe Company are the following:

- (1) Architectural services in connection with building a new shoe store or remodeling or refurnishing an existing shoe store.
- (2) Locations and leases. Helping dealers secure favorable locations. The guaranteeing of dealers' leases.
- (3) Credit terms more favorable than those generally given, such as larger discounts and extended dating.
- (4) Consignment of stock of shoes to dealer or agreement to buy back shoes unsold at the end of a season.
- (5) Special services to dealers in filling orders. This sometimes includes reduced or no charge for "fill-in" orders.

APPENDIX A

MEMORANDUM OF
MERCHANTS' SERVICE PLAN AGREEMENT

The International Shoe Company, through its Merchants' Service Department, agrees that it will make available to merchants who will operate their shoe business according to the Merchants' Service Plan, services listed below. Acceptance of this memorandum shall constitute a mutual agreement as per signators in space provided.

1. To give special service in filling orders for merchants operating under this Plan.
2. To provide periodic contact by retail supervisor to assist the merchant.
3. To provide an adequate system of accounting control.
4. To provide an adequate stock control and perpetual inventory system.
5. To provide a periodic stock book showing shoes in its stock so that mail orders can be placed intelligently.
6. To provide a complete, scientific stock analysis periodically.
7. To provide advice and counsel and periodic analyses of operations from the office of the department in St. Louis.
8. To extend special local co-operative advertising service in order to promote the operation of the merchant's store. (See reverse side.)
9. To provide a periodical promotional bulletin service featuring merchandising ideas, window display suggestions and other promotions to cooperate with the merchant in every practical and reasonable way to drive his retail establishment.
10. To provide assistance in the preparation of scaled designs for store fronts and store interiors.

The Merchants' Service Plan requires of a merchant:

1. To feature the shoes of _____ Division of International Shoe Company, and at all times handle such shoes in a representative manner.
2. To give consideration to the purchase of special merchandise, offered by and supplied through the Merchandise Division of International Shoe Company.
3. To advertise the brand names of shoes distributed by the _____ Division of International Shoe Company on the exterior and in the interior of the premises as well as in store advertising and maintain the store so as to readily identify it as one in which such shoes may be purchased.
4. To render promptly, complete and accurate monthly reports of his business; also to maintain all Merchants' Service records as installed in his store.
5. To keep his stock and fixtures free from encumbrance and to keep them fully insured with a Company satisfactory to Merchants' Service Department.
6. To consult with the Merchants' Service Department before entering into any lease agreement or before incurring any liability that may impair his credit standing.
7. To take a physical inventory of stock twice annually, using Merchants' Service Form No. 738 for recording the detail.
8. To conform remodeling construction of store front and store interior with designs submitted by the Merchants' Service Department.
9. To furnish receipted bills and "tear sheets" of all advertising submitted for Advertising Allowance (See reverse side.)

(Firm Name)

By _____

Accepted: _____

Date: _____

INTERNATIONAL SHOE COMPANY

By _____

(over)

MEMORANDUM OF AGREEMENT AS TO ADVERTISING ALLOWANCE
TO CUSTOMERS OPERATING UNDER THE MERCHANTS' SERVICE PLAN OF
INTERNATIONAL SHOE COMPANY

When accepted in the space provided below, this memorandum shall constitute the agreement for advertising allowance to be made to the signator merchant as one of the accounts operating satisfactorily under the Merchants' Service Plan.

- a) Advertising expenditures, to qualify, must be as per the approved media items. Mention of the trade-mark or brand name must be featured in all copy.
- b) The approved and qualifying investment in retail advertising must be substantiated by proof of performance (newspaper tear-sheet, sample of direct mail piece, copy or continuity for radio and television time charges), the paid invoice for same and the completely filled-in 101A form report, filed on a monthly basis.
- c) Allowance will be an amount equal to one-half of the advertising investments but not over 2% of the total net purchases of leather footwear from the sponsoring division.
- d) The net shipments upon which our allowance for advertising shall be computed shall be calculated from December 1 to November 30 of the following year. If this agreement is terminated for any reason within any such period no advertising allowance shall be due for the period of from December 1 prior to termination date and date of determination shall be the customary advertising allowance to merchants not operating according to the Merchants' Service Plan.
- e) The net shipments to you, your expenditure for advertising and our allowance thereon shall be computed and remittance mailed to you as soon after November 30 each year as may be practicable.
- f) No earned advertising allowance will be made unless the net leather shipments for the period amount in the aggregate to \$15,000 or more from sponsoring division.

(Firm Name)

By _____

INTERNATIONAL SHOE COMPANY

By _____

Accepted:

Date: _____

(over)

"FRIENDLY FRANCHISE" STORE PLAN CONTRACT**APPENDIX B**

This Agreement is made on this _____ day of _____, 19____, by and between the General Shoe Corporation, a Tennessee Corporation, with principal offices located at 119 Seventh Avenue, North, Nashville, Tennessee, hereinafter called the "First Party" and _____ of _____ hereinafter called the "Second Party,"

WITNESSETH:

Whereas, First Party has organized and developed a special service plan known as "The Friendly Franchise Store Plan" for use by merchants, who are able to qualify, in operating retail shoe stores and

Whereas, Second Party has met the qualifications set up by First Party and is desirous of operating under said Plan.

Now THEREFORE, IN CONSIDERATION OF THE PREMISES, and the mutual covenants and agreements hereinafter set out, the Parties agree as follows:

First Party Agrees:

- 1: To qualify Second Party for the volume discount available on any lines manufactured by First Party, provided such lines are carried in the store of Second Party.
- 2: To qualify Second Party for the cooperative advertising plans available on any lines manufactured by First Party, provided such lines are carried in the store of the Second Party.
- 3: To afford Second Party expeditious handling and servicing of orders, with a guaranteed minimum of postage to be delivered in case of national emergency.
- 4: To provide Second Party with a simplified system of perpetual inventory and stock control.
- 5: To provide Second Party with services of a Retail Sales Analysis department, and periodic Sales analysis advice.
- 6: To provide Second Party with the volume discount available through the resources of First Party in the purchase of store fixtures, furniture and window display fixtures.
- 7: To provide Second Party with architectural advice in the planning of new store facades and interiors.
- 8: To provide Second Party with special service through its advertising departments in the planning of store openings and special promotions.
- 9: To provide Second Party with the counsel of any executive departments of First Party for advice on the improvement and development of his store(s) or department(s).
- 10: That Second Party is granted the right to use, should he so desire, its trademark "Friendly" as the name for its retail store located at _____ as long as Second Party is operating the store under said plan.
- 11: To qualify Second Party for the cooperative advertising plans available on the trademark "Friendly", provided such trademark is used by the Second Party in its advertising program.

Second Party Agrees:

- 1: To purchase sufficient quantities of footwear from First Party as are necessary to assure the presence of an adequate and representative stock of merchandise in the store of Second Party at all times during the operation of this Store Plan Contract.
- 2: To furnish monthly reports of his business, and to maintain such sales control and sales analysis forms as required under this Plan.
- 3: To keep his stock and fixtures fully insured, against the perils of fire, sprinkler leakage and the other hazards generally covered by the extended coverage endorsement.
- 4: To cooperate with the First Party in advertising nationally advertised merchandise, and to consider the recommendation of the First Party in respect to the contents and frequency of any contemplated advertising. To coordinate advertising and special promotions with First Party.
- 5: To submit invoices for cooperative advertising allowance at whatever discount rate retailer may have with his local newspaper, and to submit duplicate invoices and tear sheets of advertising under the separate rules of cooperative advertising plans in effect with the various divisions of First Party.
- 6: To keep his merchandise, furniture and fixtures, and improvements and betterments free at all times from liens, chattel mortgages or any other type of encumbrances unless First Party grants written permission for such.
- 7: To discontinue immediately the use of the tradename "Friendly" should Second Party cease to operate under this Plan.

It is mutually agreed that this Plan shall continue in effect as long as each Party shall perform the covenants and agreements hereinbefore set out.

IN WITNESS WHEREOF, The parties have executed this AGREEMENT on this, _____ day of _____, 19____

GENERAL SHOE CORPORATION

By _____

FIRST PARTY

By _____

Docket No. 7606
FEDERAL TRADE COMMISSION
VS.
BROWN SHOE COMPANY

Advertisements of the Merchants Service Division of International Shoe Company Appearing in Footwear News (1959-1961)

Exhibit	Identifying Caption	Date
A	Do You Have The Golden Key To Growth?	June 12, 1959
B	Do Your Plans Include A Profit?	June 19, 1959
C	Do You Want Help With Advertising?	July 3, 1959
D	Would I Have Made More Money With ISCO's Merchant Service?	January 8, 1960
E	Can I Get More From ISCO's Merchant Service?	January 12, 1960
F	How To Choose A Successful Retail Shoe Store Location	February 19, 1960
G	How To Control Inventory For Better Turnover	February 26, 1960
H	How To Assure Yourself Personalized Attention On All Orders	March 4, 1960
I	How To Get Help With Your Problems From Experienced Retail Advisors	March 18, 1960
J	How An Independent Shoe Retailer Can Know More And Guess Less	April 1, 1960
K	How To Make Surer Profits Through Planned Budget Control	May 27, 1960
L	How To Sell More Shoes With Hard Working Advertising And Display	June 24, 1960
M	How You Can Double Your Advertising At No Added Cost	July 1, 1960
N	You Can Make More From A Store Planned And Designed By Experts	August 19, 1960
O	How You Can Keep Up With Profitable Trends And Compare Your Own Performance	September 2, 1960

[fol. 321E(2)] RESPONDENT'S EXHIBIT 8Z

Advertisements of the Merchants Service Division of International Shoe Company Appearing in Footwear News (1959-1961)

Exhibit	Identifying Caption	Date
P	How You Can Profit From The Industry's Biggest Idea Exchange	December 9, 1960
Q	Helpful Hands To Control Your Stock For Better Turnover	January 20, 1961
R	Helpful Hands To Prepare Your Ads For Better Promotion	February 3, 1961
S	Helpful Hands To Keep You In Touch With Industry Trends	June 2, 1961
T	Helpful Hands To Improve Your Control With Simplified Accounting	June 9, 1961
U	Helpful Hands To Bring You Expert Financial Counseling	June 23, 1961
V	Helpful Hands That Guide You To Successful Retail Store Locations	July 20, 1961
W	Helpful Hands To Give You Expert Store Planning And Design Service	August 3, 1961
X	Helpful Hands That Solve Store Problems With Personal Counseling Service	September 7, 1961

[fol

To HUT
Kindly
Custom

Sold

Terms

High

Owes

Ami.

Acct.

To HUTH JAMES SHOE, INC. MILWAUKEE, WISC.
1039 S. SECOND ST.
 Kindly give us below YOUR EXPERIENCE with

Customer No. _____ P.O. POINT PLEASANT, W. VA.

Yours Truly,

Brown Shoe Company

MEMBER NATIONAL ASSOCIATION OF CREDIT MEN

Sold _____ To _____	<input type="checkbox"/>	Discounts
Terms _____	<input type="checkbox"/>	Prompt
High Credit \$ _____	<input type="checkbox"/>	Slow but considered good
Owes \$ _____	<input type="checkbox"/>	Slow and unsatisfactory
Amt. Due \$ _____	<input type="checkbox"/>	Days slow
Acct. Secured? \$ _____	<input type="checkbox"/>	Makes unjust claims
	<input type="checkbox"/>	Returns goods unjustly
	<input type="checkbox"/>	Acct. collected by attorney
	<input type="checkbox"/>	Acct. in attorney's hands

THIS SIDE OF CARD IS FOR ADDRESS



HUTH JAMES SHOE, INC.
 1039 S. SECOND ST.
 MILWAUKEE, WISC.

[fol. 323E] 882

80700 N100 1M-1 11-60

St. Louis, OCT 23 1961

OUR EXPERIENCE
RETAIN THIS FOR YOUR FILES

Name of Customer THE SHOE CENTER No. _____

City & State 510 MAIN ST. POINT PLEASANT, W. VA.

Sold april To 10-17-61

Terms 2% or 5% 30 days

Owes \$ 203-

Amount Due \$ _____

Amount Secured _____

☒ Discounts

Prompt

Slow

Days Slow

Brown Shoe Company

THIS SIDE OF CARD IS FOR ADDRESS



Brown Shoe Company

8300 MARYLAND AVENUE

ST. LOUIS 5, MISSOURI

CREDIT AND SALES EXPERIENCE OF SIX MANUFACTURERS WITH
BROWN FRANCHISE STORES AFTER SEPARATION FROM
FRANCHISE PROGRAM, OCTOBER 31, 1949 - APRIL 1, 1958.

RESPONDENT'S EXHIBIT 10A-E

CODE

- | | | |
|------|---|---|
| DNS | - | do not sell or no account on current ledger |
| NE | - | no experience or never sold or no record of sales |
| NRE | - | no recent experience |
| 1st | - | first sale |
| Mos. | - | sold for less than 1 year to date |
| Yrs. | - | sold for years to date |

Where actual month/year is listed, account has
apparently been sold from that time to the
present unless shown otherwise.

Where space is left blank, no information for
that particular dealer was received from the company
in response to the request from respondent's credit
department.

No requests for information were made for stores
that have been sold or gone out of business since
leaving the Brown Franchise Program.

Respondent's Exhibit 10-B.

CREDIT AND SALES EXPERIENCE OF SIX MANUFACTURERS WITH
BROWN FRANCHISE STORES AFTER SEPARATION FROM
FRANCHISE PROGRAM, OCTOBER 31, 1949 - APRIL 1, 1958.

Store Name	Location	Date Separated	Juvenile	Deb	Freeman	Weyenberg	Huth-James	Leverenz
Feinbergs	Opelika, Alabama	3/11/54	Yrs.	1954	DNS	1951	NE	NE
Imans	Arkadelphia, Ark.	10/21/55	NRE	NE	DNS	NE	NE	NE
Heinemann's	Jonesboro, Arkansas	5/13/54		NE	DNS	DNS	NE	NE
Ken Morris Shoe Store	Mountain Home, Ark.	6/21/56			DNS	DNS	NE	NE
Pielfs Shoes	Burbank, California	6/22/54	Yrs.	NRE	DNS	NE	NE	NE
Jan Lee Shoe Corp.	Compton, California	10/15/57	NRE	NE	DNS	DNS	NE	NE
LaTijera Bootery	Los Angeles, Calif.	2/6/58	NRE	NE	DNS	1956	NE	NE
Richards Shoes	Norwalk, California	11/5/57	Yrs.	NE	DNS	NE	NE	NE
Southwick's Shoe Store	Petaluma, California	1/18/56	Yrs.	NE	DNS	NE	NE	NE
Victor's Shoes	Redwood City, Calif.	1/26/53	NE	NRE	DNS	DNS	NE	NE
Laurel Shoes	San Carlos, Calif. San Mateo	6/6/55	Yrs.	NE	DNS	DNS	NE	NE
The Shoe Box	Thomasville, Ga.	6/19/52	NRE	NE	DNS	DNS	NE	NE
Ralphs Shoe Store	Buhl, Idaho	8/22/57	NE	NRE	DNS	DNS	NE	NE
McCoy's Shoe Store	Jacksonville, Ill.	10/6/53	NRE	NE	DNS	DNS	NE	NE
Seymours Shoes	Evansville, Ind.	2/6/58	NRE	NE	DNS	1957	NE	2 years
O'Connor's Shoe Store	Emmetsburg, Iowa	6/21/57	NRE	NE	DNS	DNS	NE	*

*Leverenz--account collected by attorney.

*Leverenz--account collected by attorney.

Store Name	Location	Date Separated	Juvenile	Deb	Freeman	Weyenberg	Ruth-James	Leverenz
J & P Shoe Store	Independence, Iowa	10-9-54	NRE	NE	Yrs.	1947	NE	Yrs.
Gordon's Shoes	Lake City, Iowa	12-9-57	NRE	NE	Yrs.	DNS	NE	NE
Eddy's Shoe Store	Perry, Iowa	7-1-57	Yrs.	NE	Yrs.	DNS	NE	NE
Fitch's Shoe Store	Pochontas, Iowa	9-12-55	NRE	NE	Yrs.	DNS	NE	2 Yrs.
Weier B. B. Shoe Store	Abeline, Kansas	6-29-54	NRE		DNS	DNS	NE	NE
Farley Shoe Store	Beloit, Kansas	10-21-56	NRE	NE	DNS	DNS	NE	NE
Overman's Shoe Store	Colby, Kansas	3-12-57	NRE	NE	11-60	DNS	NE	NE
Revell and McCall	Emporia, Kansas	6-6-55	NRE	NRE	3/59	DNS	NE	NE
McCrun and Maupin Shoes	Fort Scott, Kansas	1-22-53	NRE	NRE	Yrs.	DNS	NE	NE
Purdy's Shoe Store, Inc.	Oenabore, Ky.	5-26-54	NRE	NRE	DNS	1949	NE	NE
Chamont Shoe Store	Dunice, Louisiana	8-21-52	NRE	NE	DNS	DNS	NE	NE
Larson's Shoe Store	Alma, Michigan	12-13-57	NRE	NE	DNS	DNS	NE	*1st
Colberts Shoes	Kankato, Minn.	2-8-55	NRE	NE	2/59	DNS	NE	NE
Arnold Elquist Shoes	2707 E. Lake	5-26-59	NE	NE	DNS	DNS	NE	10/59
Carl Elquist Shoes	1541 E. Lake	5-26-54	NE	NE	DNS	DNS	NE	NE
Elquist Shoe Store (Elquist stores--all Minneapolis, Minn.)	6615 Lyndale Ave., So.	5-26-54	NE	NE	DNS	DNS	NE	NE
Start Shoe Store	Canton, Miss	2-18-52	Yrs.	6/48	DNS	*1949 to 1-27-60	NE	NE

*Leverenz--credit information given on 12-29-60

**Weyenberg--credit information given on 1-23-61

[fol. 327E]

Respondent's Exhibit 10-D.

Store Name	Location	Date Separated	Juvenile	Deb	Freeman	Weyenberg	Huth-James	Leverenz
Poole's Shoe Store	Columbia, Miss.	6/10/56	7 Mos.	NRE	DNS	DNS	NE	NE
Toxey's Shoes, Inc.	Hattiesburg, Miss.	6/29/54	Yrs.	NRE	DNS	DNS	NE	NE
Rowland Shoe Store	Carrollton, Mo.	2/16/56	NRE	NE	DNS	DNS	NE	DNS
Buster Brown Shoes Otto Colman	Cedarhurst, N.Y.	12/13/56	NRE	NE	DNS	DNS	NE	NE
Altier & Sons Shoes	Rochester, N.Y.	12/2/53	Yrs.	NE	Yrs.	DNS	NE	NE
Carl's Shoes	Caldwell, Ohio	12/29/54	NRE	NE	DNS	NE	NE	NRE
Evans & Schwartz, Inc.	Columbus, Ohio	1/17/56	NRE	NE	Yrs.	1930	NE	Yrs.
Bennetts Shoe Co.	Gallion, Ohio	7/26/54	Yrs.	NE	DNS	1956	NE	NRE
Norton's, Inc.	Piqua, Ohio	6/13/56	Yrs.	NRE	DNS	DNS	NE	NE
Gimre's Shoe Store	Forest Grove, Ore.	6/17/55	NRE	NE	DNS	Yrs.	NE	*1st
King's	Pendleton, Oregon	1/23/51	NRE	NE	DNS	NE	NE	NE
Keydricks Shoes	Huntingdon, Pa.	3/12/58	Yrs.	NRE	DNS	DNS	NE	NE
Wise Shoe Store	McKees Rocks, Pa.	8/6/51	NRE	NRE	DNS	DNS	NE	NE
Wachters Shoe Store	Memphis, Tenn.	/29/58	NRE	NE	DNS	DNS	NE	NE
Suddy's Shoe Store	Beaumont, Texas Port Arthur, Texas Port Arthur, Texas	7/25/55	NE	NRE	DNS	DNS	NE	NE
Mahrenbergers B/ Milt Shoe Dept.	Conroe, Texas	6/29/54	NE	NE	DNS	DNS	NE	NE

*Leverenz--credit information given on 1/23/61.

Store Name	Location	Date Separated	Juvenile	Deb	Freeman	Weyenberg Huth-James Leverniz
Preston's Shoes	Dennison, Texas	6/21/51	NRE	NRE	DNS	NE
Edwards Shoe, Inc. d/b/a Webbs Famous Shoe Store	Marshall, Texas	7/26/54	NRE	NE	DNS	NE
Marchman's Dept. Store	Waxahachie, Texas	1/17/52	NRE	NE	DNS	NE
Shoe Center, Inc.	Point Pleasant, W.V.	7/30/56	NRE	NE	DNS	NE
McDonald B/Bilt Shoe Store	Ashland, Wisc.	8/11/53	NRE	NE	DNS	NE
Colbert's Shoes	Chippewa Falls, Wisc.	2/8/55	Yrs.	NE	DNS	NRE
Colbert's Shoes	Marshfield, Wisc.	2/8/55	Yrs.	NE	DNS	NRE

F. T. C. vs. BROWN SHOE COMPANY, DOCKET NO. 7606

OUTSIDE LINE SURVEY OF BROWN FRANCHISE DEALERS

Vol. 1--Alabama Through Illinois

Vol. 2--Indiana Through New York

Vol. 3--North Carolina Through Wyoming

OUTSIDE LINE SURVEY OF BROWN FRANCHISE DEALERS

I. EXPLANATION OF SURVEY

By letter form dated November 30, 1960, respondent sent a request to the 721 independent shoe retailers then operating on the Brown Franchise Program (now known as the Independent Retailers Program) to "List all the brands of shoes, including rubber and canvas, carried in your store," and return the information on the form provided to respondent.

The number of survey sheets returned by the dealers in response to the request was 573, which amounts to 79.5 per cent of all franchise dealers answering.

The survey sheets were analyzed by J. R. Johnston, Manager of the Brown Franchise Division, for the names of lines conflicting with Brown brand lines, and where present these were noted on each report sheet. A list of the conflicting lines found and the manufacturers thereof, is set forth in Part IV of this exhibit.

The survey sheets were also analyzed to obtain a list of franchise dealers who carry the shoe lines of Deb Shoe Company, Freeman Shoe Corporation, Huth-Hames Shoe Company, Juvenile Shoe Corporation, Leverenz Shoe Company or Weyenberg Shoe Manufacturing Company. A summary of this information is given in Part II hereof, and a complete list of these franchise dealers is given in Part III.

The individual survey sheets have been bound together, numbered, and are to be introduced as Respondent's Exhibit ____.

II. RESULTS OF SURVEY

A. Conflicting Lines

Number of Brown Franchise Stores reporting, carrying one or more lines of shoes conflicting with Brown brand lines	501
Number of Brown Franchise Stores reporting	573
Per cent of Brown Franchise Stores reporting, carrying one or more conflicting lines of shoes	87.4%

B. Brown Franchise Stores Carrying Shoe Lines of Certain Named Manufacturers.

1. Number of Brown Franchise Stores reporting, carrying the shoe lines of the following manufacturers (of 573 total stores reporting).

(a) Deb Shoe Company	15
(b) Freeman Shoe Corporation	24
(c) Huth-James Shoe Company	3
(d) Juvenile Shoe Corporation	68
(e) Leverenz Shoe Company	3
(f) Weyenberg Shoe Manufacturing Co.	34

III. LIST OF BROWN FRANCHISE DEALERS (OF 573 REPORTING) WHO CARRY THE SHOE LINES OF DEB SHOE COMPANY, FREEMAN SHOE CORPORATION, HUTH-JAMES SHOE COMPANY, JUVENILE SHOE CORPORATION, LEVERENZ SHOE COMPANY OR WEYENBERG SHOE MANUFACTURING COMPANY.

A. Deb Shoe Company

1. Sebastians Shoes - Santa Ana, California
2. Farner's Shoe Store - Tampa, Florida
3. Hudson's - Burley, Idaho

4. Hudson's Shoe Store - Pocatello, Idaho
5. Hudson's (2 locations) - Twin Falls, Idaho
6. McClain's Shoes - Alva, Oklahoma
7. Boone's Shoes - Hobart, Oklahoma
8. Welborn Shoes, Inc. - Anderson, South Carolina
9. Fowler's Shoes - Dyersburg, Tennessee
10. Harrison Shoe Store - Elizabethtown, Tennessee
11. Harrison's Bootery - Kingsport, Tennessee
12. Buckley's Shoe Store - Berger, Texas
13. Hereford Shoe Store - Hereford, Texas
14. David's Shoes - Kennewick, Washington
15. David's Shoes - Richland, Washington

(Note: Deb, Debs, or Demosette were the only brands listed.)

B. Freeman Shoe Corporation

1. Peters Shoe Store - Glendale, California
2. Knight and Hendley, Inc. - St. Petersburg, Florida
3. Mason's - Douglas, Georgia
4. Reuben's Shoes - Fitzgerald, Georgia
5. McCoys Midwest Shoes, Inc. - Centralia, Illinois
6. Leo Noble Shoe Store - DeKalb, Illinois
7. Musgrove Shoe Store - Olney, Illinois
8. Tim & Jerry's - Grand Haven, Michigan
9. Ron's Booterie - Hastings, Nebraska
10. Colby's Shoes - West Orange, New Jersey
11. Carbone's Shoes - Gouverneur, New York
12. G. Bareis and Son - Rochester, New York
13. Elkind Bros. & Ames Shoes - Syracuse, New York
14. Master's Shoe Store, Inc. - Youngstown, Ohio
15. Dutcher's - Altus, Oklahoma
16. Dutcher's - Lawton, Oklahoma
17. Hub Bootery - Miami, Oklahoma
18. Paul's Shoes - Pauls Valley, Oklahoma
19. Holliday Anderson Shoe Store - Cleburne, Texas
20. Bob's Shoe Store - Lebanon, Oregon
21. Vandenburg's Shoe Store - Portland, Oregon

(Note: Freeman was the only brand listed.)

C. Huth-James Shoe Company

1. Cassidy's Shoe Store - Hanford, California
2. Powelson Shoe Store - Moline, Illinois
3. David's Shoes - Ottawa, Illinois

(Note: Huth-James was the only brand listed.)

D. Juvenile Shoe Company

Brand

- | | |
|---|------------------------|
| 1. DeShields-Larson (3 locations) - Montgomery, Ala. | (Clinic and Lazy Bones |
| 2. Harris Shoes, Inc. - Benton, Arkansas | Clinic |
| 3. Monday-Fowell Shoe Store - Conway, Arkansas | Clinic |
| 4. Joseph Footwear - Jonesboro, Arkansas | Clinic |
| 5. Hall & Monday Shoe Store - Newport, Arkansas | Juvenile Shoe |
| 6. Grande's Shoes - Alameda, California | Clinic |
| 7. Richard's Shoes - Bell, California | Clinic |
| 8. Cassidy's Shoe Store - Hanford, California | Clinic |
| 9. Bodell's Shoes - Long Beach, California | Clinic |
| 10. Fuhrman's Lynwood Bootery - Lynwood, California | Clinic and Lazy Bones |
| 11. Grande's Shoes - Martinez, California | Juvenile Shoe |
| 12. Shively's - Merced, California | Clinic |
| 13. Sandler's Shoe Store - Montebello, California | Clinic |
| 14. Cassidy's Shoes - Porterville, California | Juvenile Shoe |
| 15. Carl's Shoes - Red Bluff, California | Clinic |
| 16. Green and Heyden Co. - Sacramento, California | Clinic |
| 17. Hatchett's B/Bilt - Santa Monica, California | Clinic and Lazy Bones |
| 18. Smith's Shoe Store (2 locations) - Santa Rosa, California | Clinic and Lazy Bones |
| 19. Cassidy's Shoe Store - Tulare, California | Clinic |
| 20. Smith's Shoe Store #3 - Ukiah, California | Juvenile Shoe |
| 21. Lee's Shoes - W. Covina, California | Clinic |
| 22. Burton's Shoe Store - Woodland, California | Clinic |
| 23. S. Schatzman & Balk's Dept. Store - Coral Gables, Florida | Lazy Bones |
| 24. S. Schatzman & Balk's Dept. Store - Miami, Fla. | Lazy Bones |
| 25. Farner's Shoe Store - Tampa, Florida | Clinic |
| 26. Hudson's - Burley, Idaho | Clinic |
| 27. Smith's Smart Shoes - Lansing, Illinois | Lazy Bones |
| 28. Fred Smith Shoes - Mattoon, Illinois | Clinic |
| 29. David's Shoes - Ottawa, Illinois | Clinic |
| 30. McCoy's Shoe Store - Paris, Illinois | Clinic |
| 31. McCoy's Shoe Store - Robinson, Illinois | Clinic |
| 32. Doug's Shoes, Inc. - Salem, Illinois | Clinic |
| 33. Kaye's Shoe Store - Fort Wayne, Indiana | Clinic and Lazy Bones |
| 34. Stein's Shoe Store - New Albany, Indiana | Clinic |
| 35. Taylor's Shoe Store - Rochester, Indiana | Clinic |
| 36. Schoelch's Hub Shoes, Inc. - Shelbyville, Ind. | Clinic and Lazy Bones |
| 37. Eitman Shoe Store - Ft. Madison, Iowa | Lazy Bones |
| 38. Bob's Shoes - Oelwein, Iowa | Clinic |
| 39. Froelich's Shoes - Junction City, Kansas | Clinic |
| 40. Bacon Shoe Store - Leavenworth, Kansas | Clinic |
| 41. B & H Shoes - Somerset, Kentucky | Clinic |
| 42. Fisher's Shoes - Plymouth, Michigan | Clinic |
| 43. Junior Boot Shop - Springfield, Missouri | Lazy Bones |

Juvenile Shoe Company (Continued)Brand

44. Lloyd's Shoes - Omaha, Nebraska	Juvenile Shoe
45. Colby Shoes - West Orange, New Jersey	Clinic
46. Vin-San Shoes - Westwood, New Jersey	Clinic
47. Lesters Shoes - Roswell, New Mexico	Clinic
48. Hub Bootery - Bronx, New York	Clinic
49. Carbone's Shoes - Gouverneur, New York	Clinic
50. Milton Shoes - Berea, Ohio	Clinic
51. Clarence Faflik Shoes #3 - Parma, Ohio	Juvenile Shoe
52. Abbott's Shoe Store - Wapakoneta, Ohio	Clinic and Lazy Bones
53. Hub Bootery - Miami, Oklahoma	Clinic
54. Moore's Shoe Store - Ben, Oregon	Juvenile Shoe
55. Lilje's Shoe Store - Carbondale, Pennsylvania	Clinic
56. Heydrick Shugarts, Inc. - Clearfield, Pennsylvania	Juvenile Shoe
57. Hershey's Shoe Store - Coatesville, Pennsylvania	Clinic
58. Shugarts Shoes - Philipsburg, Pennsylvania	Juvenile Shoe
59. Hogan's BB Store - Yankton, South Dakota	Clinic
60. Clayton and Co. - Tullahoma, Tennessee	Clinic and Lazy Bones
61. Burnetts Shoe Store - Union City, Tennessee	Juvenile Shoe
62. Adams Shoe Store - Killeen, Texas	Clinic
63. Chism's Shoes, Inc. - San Antonio, Texas	Juvenile Shoe
64. The Beaver Bootery - Beaver Dam, Wisconsin	Clinic and Lazy Bones
65. McCoy's Shoes - Beloit, Wisconsin	Clinic
66. Moes Shoes - Black River Falls, Wisconsin	Lazy Bones
67. Lindman's - Milwaukee, Wisconsin	Clinic and Lazy Bones
68. Kerr's Shoes - Monroe, Wisconsin	Clinic and Lazy Bones

E. Leverenz Shoe CompanyBrand

- Schmanke's Shoe Store - Rochester, New York
- Milton Shoes - Berea, Ohio
- Juels Shoe Store, Inc. - Brookings, So. Dakota

Leverenz
Leverenz
Calumet

F. Weyenberg Shoe Manufacturing CompanyBrand

- Johnson's Shoes - Orland, California
- Johnson's Family Shoe Store - Willows, Calif.
- Howards Shoe Store - Hillsboro, Illinois
- Schultz Bros. Shoes - Madison, Indiana
- Stein's Shoe Store - New Albany, Indiana

Weyenberg Shoe
Weyenberg Shoe
Portage
Massagic
Portage Shoe

Weyenberg Shoe Manufacturing Company (continued)Brand

6.	Schoelch's Hub Shoes, Inc. - Shelbyville, Ind.	Massagic
7.	Strand's Shoes - Grinnell, Iowa	Weyenberg
8.	Blinkinsop Shoe Store - Marengo, Iowa	Weyenberg
9.	Bob's Shoes - Celwein, Iowa	Weyenberg
10.	Goulds Shoes - Berkley, Michigan	Weyenberg
11.	Sherman Shoes - Detroit, Michigan	Monarch-Youngste
12.	Frisholm's Bootery - Montevideo, Minnesota	Weyenberg
13.	Niederman's Inc. - New Brunswick, New Jersey	Massagic
14.	Fresh Meadows, Inc. - Long Island, New York	Massagic
15.	Fogarty's Shoe Store - Newburg, New York	Massagic
16.	G. Bareis and Son - Rochester, New York	Weyenberg
17.	Clarence Faflik Shoes #2 - Maple Heights, Ohio	Massagic
18.	Abbott's Shoe Store - Wapakoneta, Ohio	Massagic
19.	Perkins-Roberts - Chickasha, Oklahoma	Portage
20.	Fisher and Nissen Shoes - El Reno, Oklahoma	Weyenberg
21.	Buster Brown Shoe Store - Astoria, Oregon	Portage - Weyenberg
22.	Millers Hollywood - Portland, Oregon	Weyenberg
23.	Vandenburgh's Shoe Store - Portland, Oregon	Weyenberg
24.	Jackson's Shoe Store - Aliquippa, Pennsylvania	Weyenberg
25.	Jackson's Shoe Store - Baden, Pennsylvania	Massagic
26.	Bishop Shoe Co. - Bellevue, Pennsylvania	Massagic
27.	Jackson's Shoe Store - Coraopolis, Pennsylvania	Weyenberg
28.	M. Bratton - Lebanon, Pennsylvania	Massagic
29.	Blynn's Shoe Store - Pittsburgh, Pennsylvania	Weyenberg
30.	Bishop Shoe Co. - Mt. Oliver, Pennsylvania	Weyenberg and Massagic
31.	Karen's Shoe Store - Turtle Creek, Pennsylvania	Weyenberg
32.	Cooper-Terry - Ft. Worth, Texas	Portage
33.	Beaver Bootery - Beaver Dam, Wisconsin	Weyenberg
34.	Third Ave. Shoe Shop - Sturgeon Bay, Wisconsin	Weyenberg

IV. LIST OF CONFLICTING LINES BY BRAND AND
MANUFACTURER REPORTED ON OUTSIDE LINE
SURVEY OF BROWN FRANCHISE DEALERS.

<u>Conflicting Line</u>	<u>Manufacturer</u>
Air Tred	Air Tred Shoes, Inc.
Alexis	Weber Shoe Company
American Girl	American Girl Shoe Company
American Juniors	Consolidated National Shoe Corp.
Bates	Bates Shoe Company
Black Hawk	Ideal Shoe Company
Blue Bonnet	Blue Star Shoes, Inc.
Buffalo Billys	Chesapeake Shoe Manufacturing Co.
Buntees	Potvin Shoe Co.
Buskins	Buskins, Inc.
California Cobblers	Cobblers, Inc.
Calumet	Leverenz Shoe Company
Capezio	Capezio, Inc.
Carpenter's Self Starters	Carpenter Shoe Company
Carter	J. W. Carter
Child Life	Herbst Shoe Company
Citations	Somersworth Manufacturing Co.
City Club Retrievers	International Shoe Company
Clara Barton	Clara Barton Shoe Company
Classmates	Ideal Shoe Company
Clinics	Juvenile Shoe Corporation
Cobblers	Cobblers, Inc.

Conflicting Line

Conntie
Connolly
Cover Girl
Crosby Square
Debs
Deevers
Dr. Posner
W. L. Douglas
Edgerton
Edith Henry
Enna Jettick
Evans Casuals
Fashion Craft
Fiancees
Fleet-Aire
Furtunet
Four Kings
Freeman
Friedman Shelby
Geberich-Paine
Gerwinettes
Glov-ettes
Golo of Dunmore
Grace Walker
Hannahson's

Manufacturer

Wohl Shoe Company
Connolly Shoe Company
General Shoe Company
House of Crosby Square
Deb Shoe Company
Deevers Shoe Company
Dr. Posner Shoe Company
General Shoe Company
Nunn-Bush Shoe Company
Lucky Stride Shoe Company
Dunn McCarthy Shoe Co.
L. B. Evans Company
Craddock-Terry Shoe Corp.
Clark Shoe Company
Eby Shoe Company
General Shoe Company
A. S. Kreides and Sons
Freeman Shoe Company
International Shoe Company
Geberich-Paine Shoe Company
Shaw-Gerwin Shoe Co.
Dodson-Fisher Shoe Company
Golo Shoe Company
International Shoe Company
Middletown Shoe Company

Conflicting Line

Heydey's
Holland Shoes
Hollywood Skooter
Hush Puppies
Huth James
Jacqueline
Jarman
Jumping Jacks
Joyce
Jolene
Julius Altschul
Junior Arch Preserver
Kalistenika
Kickerenos
Lazy Bones
Lucy's
Lujano
Main Aires
Mansfield
Massagic
Miracle Tread
Mrs. Day
Natural Bridge
Natural Poise
Nazzaro
Old Maine Trotters

Manufacturer

Heydey's Shoe Company
Holland Racine Shoe Co.
Vogue Shoe Company
Wolverine Shoe Company
Huth James Shoe Company
Wohl Shoe Company
General Shoe Company
Vaisey Bristol Shoe Company
Joyce Shoe Co. (U. S. Shoe Co.)
Tober Saifer Shoe Co.
Julius Altschul Co.
U. S. Shoe Corp.
The Gilbert Shoe Company
Hampton Corporation
Juvenile Shoe Corp.
John Lucy Shoe Company
Lujano Shoes (import)
Northeast Shoe Company
Bostonian Shoe Company
Weyenberg Shoe Company
Craddock-Terry Shoe Corp.
Mrs. Day Shoes, Inc.
Craddock-Terry Shoe Corp.
Wohl Shoe Company
Nazzaro Shoe Company
Penobscot Shoe Company

<u>Conflicting Line</u>	<u>Manufacturer</u>
Paradise Kittens	Brauer Bros. Shoe Company
Penaljo	Hamilton Shoe Company
Perkies	Grinnell Shoe Company
Petite Debs	Wohl Shoe Company
Pied Pipers	Pied Piper Shoe Company
Pierre	Lester Pincus Shoe Co. (Jobber)
Pilgrims	Plymouth Shoe Company
Play Poise	Virginia Shoe Company
Portage	Weyenberg Shoe Company
Pro-Tek-Tiv	Curtis-Stephens-Embry Company
Queen Quality	International Shoe Company
Rand	International Shoe Company
Randcraft	International Shoe Company
Red Cross	U. S. Shoe Company
Revelation	Desco Shoe Corp.
Sandler	Sandler of Boston
Sebago Mocs	Sebago Moc Company
Show Offs	Ed White Junior Shoe Company
Simplex Flexies	Simplex Shoe Company
Smash Hits	Johansen Shoe Company
Spalding	Spalding Shoe Company
Stepmaster	Ettelbrook Shoe Company
Story Book	General Shoe Company
Trimfoot	Trimfoot Shoe Company

<u>Conflicting Line</u>	<u>Manufacturer</u>
Trim Tred	International Shoe Company
Town & Country	Town & Country Shoe Company
Trampeze	Sebago-Moc Company
Valentine	General Shoe Company
Velvet Step	International Shoe Company *
Vitality	International Shoe Company
Viner	Viner Shoe Company
Weather Bird	International Shoe Company
Westboro Men's Casuals	International Shoe Company
Willets	Willets Shoe Company

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List of Stores Showing Date
First On Brown Franchise Program

<u>Store</u>	<u>Location</u>	<u>Date</u>
Blinkinsop Shoe Store	Marengo, Iowa	April 22, 1953
Bomar's	Jackson, Miss.	
Meadowbrook Mart		July 2, 1954
430 E. Capital Rd		July 8, 1947
Mart 51, 1700 Terry Rd		July 5, 1950
Colbert Shoe Store	Chippewa Falls, Wis.	Jan 29, 1947
	Marsh field, Wis.	Nov. 22, 1946
Clarence Faflik	Cleveland, Ohio	
9717 Lorain		August 25, 1954
20201 Van Aiken Rd		August 25, 1954
Fishers Shoe Store	Plymouth, Mich.	Dec 17, 1952
Grandes Shoes	Pittsburg, Calif	Oct 3, 1947
R. L. Holmes Shoe Store	Morristown, Tenn	1928
Hill and Shipe Shoe Stores	Ada, Okla	1930
	Ardmore, Okla	1933
	Norman, Okla	1931
	Sherman, Texas	1932
Howes Shoes	San Bernadino, Calif	Prior to 1932
Hub Shoe Store	Shelbyville, Ind.	Jan 10, 1950
Lilje's Shoe Store	Carbondale, Pa	July 14, 1950
Lindman Shoe Store	Milwaukee, Wis.	June 11, 1941
McCorp Midwest Shoes, Inc.	Centrallia, Ill	1946
Passmore Shoe Store	Sault St. Mari, Mich	July 14, 1941
Phillips Bootery	N. Hollywood, Calif.	July 27, 1949

[fol. 342E]

RESPONDENT'S EXHIBIT 15

Number of Shoe Outlets in Towns and Cities of 5,000 to 30,000 Population in Which a Brown Franchise Store is Located.

Summary of Exhibit.

By letter dated November 28, 1960, J. R. Johnston, Manager of the Brown Franchise Division, sent a request to the fieldmen in that division asking them to "develop information on the *number* and *type* of retail establishments in which shoes are sold in towns of 5,000-30,000 population and in which a Brown IRD Store (formerly known as Brown franchise store) is located." The letter requested the fieldmen to gather this information as they visited such towns during the following three months.

The fieldmen sent in reports for 128 different locations of franchise stores from those listed in Commission's Exhibits 23-A to Z-24, 24-A to Z-33 (list of Brown franchise stores) and located in towns and cities of 5,000 to 30,000 population not in Standard Metropolitan Areas as defined and listed by the United States Office of Statistical Standards. According to Respondent's Exhibit 6, there were a total of 290 such towns and cities in which Respondent's franchise stores were located at that time, so that reports were received for approximately 44 per cent of the total.

The number of retail shoe outlets reported for each of the 128 locations is summarized below in three population groups which correspond to similar population groups in Respondent's Exhibit 6.

The summary gives the number of towns and cities, of the 128 reported, which contained the number of retail shoe outlets shown directly opposite in the left hand column of the summary. For example, the summary shows that five of the towns and cities in the 5,000-10,000 population group were each reported as having 12 retail shoe outlets. As another example, the summary shows that 4 of the towns and cities in the 10,000-20,000 population group each contained 15 retail shoe outlets.

[fol. 343E]

Population Groups

Number of Retail
Shoe Outlets

5,000-10,000

10,000-20,000

20,000-30,000

5	1		
6	3		
7	1		
8	2	1	
9	8	1	
10	2	1	
11	2	4	
12	5	1	1
13	5	5	
14	2	6	
15	3	6	1
16	2	4	3
17	1	3	2
18	2	3	3
19		6	3
20		7	2
21	1	1	2
22	1	2	5
23		1	2
24		1	3
25		1	
26			2
27			2
28			
29			1
30			1

[fol. 344E] IN THE SUPREME COURT OF THE UNITED STATES,
OCTOBER TERM, 1965

No. 118

FEDERAL TRADE COMMISSION, Petitioner,

v.

BROWN SHOE COMPANY

On Writ of Certiorari to the United States Court of Appeals
for the Eighth Circuit

STIPULATION OF RESPONDENT'S EXHIBIT 15

It is hereby stipulated and agreed by the parties that the attached summary of Respondent's Exhibit 15 shall be printed in the joint record before this Court in lieu of printing the entire Exhibit.

/s/ Thurgood Marshall, Solicitor General. /s/ Robert H. McRoberts, Bryan, Cave, McPheeters & McRoberts, Attorney for Respondent

December 10, 1965